

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL, Publisher, 10 Spruce St., New York.

VOL. XLV. NEW YORK, OCTOBER 28, 1903.

No. 5.

J. S. BRIGGS,

THE PAID CIRCULATION ON OCTOBER 8TH OF THE

STAR LEAGUE

99,574

Indianapolis, 60,070.

Muncie, 25,413.

Terre Haute, 14,091.

INVESTIGATE IT.



HUFFORD, PAINTER, & TOBEY, INC.

SUCCESSFUL ADVERTISING.

REPRESENTING BY AUTHORITY ALL THE LEADING NEWSPAPERS
AND PERIODICALS IN THE UNITED STATES AND CANADA

N.W. COR. RANDOLPH ST & WARREN AVE.

NEW YORK OFFICE:
(ROOM 917-150 NASSAU ST.)

CHICAGO, Sept. 17, 1903.

The Indianapolis-Star,

Indianapolis, Ind.

Gentlemen:

After a minute investigation of your circulation I beg to advise you that for Monday, September 14, 1903, which seemed an average day, I found:

Paid Office Sales	23 copies	
" Newsboys	1,660 "	
" Carriers	15,902 "	
" News Stands	2,289 "	
Total City Paid		19,844
Paid Country Agents	20,313 copies	
" R.P.D. Carriers	13,491 "	
" Single Wrap Mail	630 "	
Total Country Paid		34,434
Total paid circulation		54,278 copies

Your press run, I found, for that day was 60,630 copies.

I congratulate you upon your very large percentage of paid circulation which for such a rapidly growing publication as The Star, I consider unusual.

Yours very truly,

THREE DRIVERS



To Insure Your Business

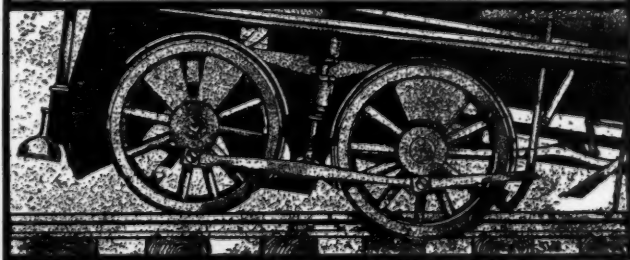
running at full speed in dull times as well as good times, take out a business insurance policy by advertising in

The Butterick Trio

with its circulation of 1,350,000 each issue, costing \$6.75 per line. The man who waits until his business gets sick, to try this insurance, can no more benefit by such a policy than can the sick man insure his life—he is too late. If you have been putting off insuring your business by advertising or because you do not know what kind of a policy you should get, write the Advertising Department of The Butterick Trio and ask its advice. Address,

THOMAS BALMER, Advertising Manager, 17 W. 13th St., New York
W. H. BLACK, Western Adv. Manager, 300 Monroe St., Chicago

For the JANUARY issue of The Butterick Trio, forms close November 10. Begin your New Year's business by taking out advertising insurance. Don't keep on with old methods that are off the track of up-to-dateness.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 22, 1893.

VOL. XLV.

NEW YORK, OCTOBER 28, 1903.

No. 5.

TITLE INSURANCE AND HOW TO ADVERTISE IT.

As financial advertising develops the quality of copy improves. Some of the arguments put forth while this branch of publicity was in the experimental stage smacked of the professional adwriter, who writes from the outside necessarily, however effective his copy may be. The operations of banks and trust companies are technical. It stands to reason that as bankers themselves become acquainted with advertising principles they will develop technical arguments. "Technical" is a dryish sort of word. Technical copy is likely to be clumsy and lacking human interest. But technical arguments can be made interesting. They are, in fact, the best arguments when handled ably, as in the newspaper advertising of the Title Guarantee and Trust Company, 146 Broadway, New York.

Title insurance safeguards owners of real estate. A title insurance company searches records and agrees, for a consideration based usually on the price paid for the property, to assume all lawsuits or contests of the title so long as it rests in the person who took out the insurance. This service is now performed in many States by trust companies. Perhaps no other function of the trust company is so little understood by the general public.

The Title Guarantee and Trust Company is said to be the largest concern of its kind in the world. Title insurance is its chief specialty, though general banking and trust company facilities are also offered. More than 600 people are employed, with a yearly payroll aggregating \$700,000. Twenty years old, the company has always advertised in some way. Lately, however, its appropriation

has been increased and the advertising developed by the treasurer, Edward O. Stanley, who was formerly an editor of financial journals in Boston.

"We employ nearly 150 lawyers who search real estate records in Greater New York," said Mr. Stanley. "They turn up many interesting and even romantic facts about old transfers, all of which show the value of title insurance. Property is lost through faulty

The Unknowable in Real Estate Titles

On October 3, 1899, the case of *Madden vs. Dorthy*, the Court of Appeals of New York State held invalid a deed which was actually signed by the owner of the property because she claimed that she did not know that the instrument she was signing was a deed; and also held a subsequent mortgage, based on said deed to be invalid.

No amount of acuteness, knowledge or experience in an examiner can protect purchaser or mortgagee against such defects in title.

Title Insurance Is the Only Safeguard.

Insure in the
Oldest, Strongest, and Best.

**TITLE GUARANTEE
AND TRUST COMPANY.**
CAPITAL & SURPLUS - - \$5,000,000

146 Broadway, New York.
175 Reppen St., Brooklyn.

titles or fraud, and often there is a defect in a title a century old that eventually brings it into litigation. It seemed to me that these incidents were the best arguments we could get for our advertising. Some of them, in fact, cannot be

published, as they would put dangerous information into the hands of criminals. So one of the best arguments we have for title insurance cannot be employed. Our advertising is confined to New York dailies, calendars and booklets. We use the *Sun* both morning and evening, *Times*, *Herald*, *Tribune*, *Evening Post*, *Commercial Advertiser* and *Mail and Express*. Our ads appear in display, but are printed in the classified columns under the head of 'City Real Estate.' I can't say that we trace any great quantity of business direct to this publicity, but the ads are commented on, and we know beyond question that an expenditure for advertising is followed by an increase of business. When we publish an ad showing how titles have been invalidated in certain ways we frequently receive inquiries from persons whose property is affected by similar conditions."

Following are some of the ads used by the company the past summer:

LAND CHARGED WITH PAYMENT OF LEGACY UNKNOWN TO OWNERS.

In 1814 C. M. died and by will left a tract of land to two sons, charging the land with payment of a legacy of \$467 in favor of his son George for life, and after his death for the use of the heirs of George. He died in 1851, leaving as his only heir his granddaughter, who knew nothing of her great-grandfather's bequest. In 1894 she learned through an aged grand-uncle of this bequest and brought suit to recover. The Court decided that she was entitled to recover the \$467 and interest at 6 per cent, from 1849, a period of nearly fifty years. The persons then in possession of the property were obliged to have it sold or pay the money. If this company had insured the title it would have conducted, at its own cost, the litigation involved. It would, if defeated, have made good the loss to the insured.

CONDITION IN DEED VALID AFTER MORE THAN ONE HUNDRED YEARS.

"Notwithstanding the long possession of the appellant without molestation, it does not appear to have been such a possession as could be relied upon against the possible heirs of those guarantors." (From opinion of Court of Appeals.) In this case, certain land conveyed in 1773 for the use of the Society of Quakers was sold in 1855 and the condition in the old deed forgotten.

Many years afterward the title was rejected and the Court of Appeals decided that the heirs of the parties signing the deed in 1773 were entitled to claim the land.

DANGER IN DUMMIES.

The holding of real property by an individual in the name of a dummy occasionally causes litigation and loss. Instances are numerous where dummies have managed to prove ownership and retained in their own name that which was really held in trust. There was a case in Amityville, L. I., where a man was deprived of all his property by trusting to one of his relatives. He conveyed property to a nephew for some business reason. Some time afterward he sought to have it reconveyed to himself, and the nephew, who had been adopted as a son, refused to comply with the request. The actual owner died of grief and remorse. The Title Guarantee & Trust Company will take title to any real estate for its clients and hold and convey it as directed.

LAND CHARGED WITH PAYMENT OF INCOME HELD LIABLE AFTER SIXTY-THREE YEARS.

In 1834 E. L. died, bequeathing by his will a considerable sum of money for one of his daughters for her life and after her death for her children, leaving two large farms as a means of providing the money. Years afterwards certain portions of these farms were sold and mortgaged, no one discovering the charge on them. L.'s daughter died in 1892. In 1897 a suit was brought by her children to recover from this property the unpaid balance of annuity for sixty-three years. The Court of Appeals held that their claim was a good one and that the lands should be sold unless the money was paid, although "an almost unprecedented time elapsed between the conveyance of the property and the institution of the suit."

FAMILY HISTORY

is of the highest importance in passing a title to land. In country districts the facts may be easily ascertained, but in a great city, who knows the family history of the successive owners for a generation past of a certain piece of property? Who can tell whether wives were of age when they joined in deeds; or children were born after the making of wills, and not being provided for in them, took their share as if there had been no wills; or whether wills were suppressed by heirs; or what other undiscovered facts may have clouded the title to a million dollars' worth of property?

INVALID WILLS.

It is notorious how many wills involving great estates are contested, especially where there are large public bequests. Note the Stewart, Tilden, Stanford, Fayerweather and numberless other contests. This affects the title to every piece of real estate possessed by the decedent. There are wills in nearly every title. If their validity is attacked

(Continued on page 6.)

Little Lessons in Publicity—Lesson 6.

Home Papers in Home Cities

Even when a daily paper goes into homes, its value to an advertiser depends on the kind of homes. The buying power of an average family in a medium-sized city is known to be greater than that of the average family in a great city, and, in addition to this, the people in medium-sized cities are more intelligent buyers.

MONTREAL.

Present population, 300,000. The metropolis of Canada, with its own steamers to European ports. A great natural center of commerce and of a home-loving population of 3,000,000 people. Growing at a faster rate than any other part of the Dominion. Covered every week-day evening by **THE MONTREAL STAR**, with a circulation exceeding 56,000.

MINNEAPOLIS.

Present population, 225,000; area, 53 square miles; assessed valuation, 1902, \$120,000,000, which is only about \$50,000,000 less than Milwaukee, which has 100,000 more people. Covered completely by **THE MINNEAPOLIS JOURNAL**, with a home paid net circulation of 56,000 daily.

WASHINGTON.

Present population, 290,000; area, 70 square miles; assessed valuation, 1902, \$219,700,000, or greater than Cincinnati (340,000 population) and Cleveland (382,000 population). Completely covered by **THE EVENING STAR**, with 34,000 net daily circulation.

BALTIMORE.

Present population, 558,000; area, 32 square miles; assessed valuation, 1902, \$439,828,153, which is greater than St. Louis (575,000 population). Covered thoroughly by **THE BALTIMORE NEWS**, with 40,000 net daily circulation.

INDIANAPOLIS.

Present population, 183,000; area, 28 square miles; assessed valuation, 1902, \$132,999,530, which is greater than that of Kansas City (200,000 population) and Louisville (225,000 population). Covered completely by **THE INDIANAPOLIS NEWS**, with a home paid circulation of 72,000 daily.

NEWARK.

Present population, 280,000; area, 22 square miles; assessed valuation, 1902, \$163,303,004, which is greater than that of New Orleans (300,000 population). Covered by the **NEWARK NEWS**, as *Printers' Ink* says, "like a blanket," with a circulation exceeding 52,000 net per day. The **NEWS** has a Sunday edition.

M. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

the owner suffers unless he holds a policy of title insurance. The attack may be unsuccessful, yet the expense of the litigation is very great. Our policy of title insurance binds the company to bear the whole expense of litigation, and to meet any judgment recovered.

Another ad that attracted attention was the following:

THE UPBUILDING POWER OF A GREAT COMPANY.

The Title Guarantee & Trust Company has furnished more money for the building up of New York City since the close of the Spanish-American War than the entire valuation of the State of Vermont, and has sold these loans to satisfied investors.

Total valuation State of Vermont, 1902.....	\$120,831,000
Amount loaned to owners of New York City real estate by Title Guarantee & Trust Company, 1899-1902	\$122,683,843

"This method of comparing figures with something that enforces their value hasn't been used in bank advertising to any extent," said Mr. Stanley, "but it is a powerful force to show the meaning of deposits, capital and surplus, which, when expressed in bald numerals, have little significance.

"We use no miscellaneous publications of any kind, but content ourselves with telling our story steadily in the New York dailies that reach property owners. Our expenditure for newspaper space must aggregate about \$1,000 a month. Next to this advertising comes our yearly calendar. We get up the design for this ourselves, taking some little known but interesting incident in the history of Manhattan Island, illustrating it in a drawing by a capable artist, and printing it in photogravure. One of our calendars dealt with Captain Kidd, who is remembered only as a pirate. Before he turned buccaneer, however, he was a trader out of New York, married a rich widow here and held a good deal of landed property. Another showed the purchase of Manhattan Island for 60 guilders by Peter Minuit in 1624. For the coming year we are to have a picture showing the surrender of the island to the English by Peter Stuyvesant at eight o'clock a. m. September 6, 1664. This ceremony took place at Gov-

ernor Stuyvesant's house in the Bowery—or the Bouwerij, as it was called in Dutch. After the surrender the Governor retired to his farm there, and he is buried in St. Mark's Church. These calendars are naturally much more interesting than pictures of pretty girls, and identify us with titles and title insurance. We distribute more than 100,000 every year.

"Financial advertising is being developed rapidly, it seems to me. The prejudice among bankers against publicity is disappearing, at any rate, for it is now clear that dignity is never lost as long as advertising statements are absolutely truthful. Bank advertising needs the same elements that make other publicity successful—attractive style, forceful ways of putting facts, original stories and original points of view."

Besides this company a good deal of newspaper advertising of title insurance is being done in New York by the Title Insurance Co., 140 Broadway, and the Lawyers' Title Insurance Co., 37 Liberty street.

JAMES H. COLLINS.

THE poster is the big bell. Don't muffle it with verbiage. Strike one clear, resounding note that will reverberate in the ears of the public and it will be ready to listen to the sermon that you preach about your product in the columns of the newspaper or magazine. The poster must be read on the run.—*Mahin's Magazine.*

BUSINESS EXPRESSION ILLUSTRATED.



"GOOD FOR THIRTY DAYS."

As a matter of plain truth, there's only one. The American Newspaper Directory is the Webster's Dictionary for advertising. As for its integrity, I don't believe that any fair-minded man ever questions it, be he publisher or advertiser.—*Daniel M. Lord, of the Lord & Thomas Advertising Agency, Chicago.*

If You Are an Advertiser Who Pays the Publisher's Bills

you are likely to be interested in Newspaper Directories. There are different kinds of directories. Some are published to please the newspapers and editors—they are the easy kind and are a good thing for dishonest publishers, for everybody else they are bad. The other kind—and *only one* of its kind—is the

American Newspaper Directory

whose publishers, Geo. P. Rowell & Co., of 10 Spruce St., New York, have for the last thirty-five years stood for the principle that every advertiser has a right to know the circulation of the medium he intends to use. The American Newspaper Directory is primarily published to aid the advertiser—in doing this it also helps the publisher, provided he's honest and intelligent.

No other directory contains—or pretends to give—such an amount of reliable information about the press of the United States and Canada. With a copy of the American Newspaper Directory to guide him the judicious advertiser may decide with accuracy what papers to use to his best advantage, as the Directory also conveys a topographical and commercial survey of the remotest county of the United States where a newspaper is published.

Mr. John Lee Mahin, the Chicago advertising agent, recently said: "In my opinion, there is only one newspaper directory, and that is Rowell's American Newspaper Directory. In the work of this agency we use it constantly."

SAVINGS BANK ADVERTISING.

By Lucius Peter, Cashier of the Chicago Savings Bank.

It is well to let one officer of the bank take the supervision of all advertising, having, of course, the counsel of his associates, for nowadays there are so many plans offered, all calling for the expenditure of money, that it really requires the careful attention of one man to direct a fixed policy and prevent the scattering of much money into channels other than the ones in which your real effort lies, for all good advertising is good, but some kinds are better than others. Let me say, in a general way, that savings banks *should* advertise and in most cases *must* advertise.

It is also true that all savings banks in the United States cannot advertise alike, but in every case a dignified effort should be made to inform the public of a readiness, a willingness and an ability to care for the funds of the people. I say dignified, because I do not believe that a savings bank should ever use cheap, funny or prize package schemes for obtaining depositors, or in any way employ methods that could be misunderstood.

On the other hand, don't publish a list of your directors in the local paper or put a card in the church calendar and a picnic programme and let it go at that. Rather carry out a definite policy of publicity, manfully telling the people who you are, where you are and what you can do for them.

Many of us make the mistake, it seems to me, of either scolding or preaching in our advertising. Compiling figures on how much the individual would profit by smoking no cigars or by staying away from the theatre seems too personal and is not expected of us. I also feel that the time-honored dollar that accumulated so much interest in twenty-five years has been spent somewhere along the road; at any rate, it now seems to have lost much force as an argument, and indeed it was a long time to wait for so little.

As a rule, we must take the man

who wants to save and tell him how, for after all, we don't get many unwilling savers upon our books. Modestly tell your man about the strength of your bank, who its officers are, trustees or directors; tell him of its convenient location and hours; tell him that he can secure a bank-book by making a deposit of \$1, on which a fair rate of interest will be paid; tell him that you are willing to advise him at any time about his business affairs; tell him that when he needs all or part of his money you will have it for him. All these things he wants to know.

In making a choice of the medium to be used in reaching your public, consider the conditions in your own particular locality. Newspaper advertising is good, and I would advise that a part of every advertising appropriation be used in this way. In selecting newspapers for savings advertising, don't select one because it has the best financial circulation, but use those that circulate most largely among the general public.

However, the great expense of newspaper advertising, and the number of advertisers, especially in the large cities, create a condition that leaves much to be desired; besides that, you will want to get nearer to your prospective depositors than you can in that way. A booklet, brief and direct in its simple statements, furnishes the foundation for personal effort.

Let one of your officers, or a representative, call upon the employers of labor in the neighborhood tributary to your bank asking their co-operation in bringing the matter of savings to the attention of their people. As a rule you can obtain their support, as all right-minded men want their employees to save.

Ask them to use pay envelopes furnished by you and bearing your message printed upon the face. Put up a neatly framed sign of your bank in their workshops, and secure from them a list of the names of their employees—these names you can transfer to a card system for use later on in sending out booklets and personal letters.

Make an occasional visit to see

that your signs are up and that you are not forgotten; before long you will have depositors from this shop, who become centres for more growth later on.

Seek the active support of your depositors. Our bank always writes a personal letter to each new depositor, acknowledging that our officers are glad to have him with us and, while offering him a welcome and the use of our services, we suggest that we would be glad to have him mention us to his friends.

These and other plans will suggest themselves to you, but let me emphasize this: Secure and keep the good will of your depositors. That is the greatest of all advertisements; without it none is of avail.

Give them every possible help and comfort in transacting their business; if many people in the community cannot conveniently visit a bank during your regular hours, keep open one evening a week for the savers.

Require your employees to be absolutely courteous to every one,

particularly to the ignorant. If your tellers haven't time to care for them, have enough officers to see to it that every person is well treated and if possible made to feel so.

The pleased ones will soon circulate the report that your bank is not run by a lot of unsympathetic aristocrats, but by plain everyday men like themselves. Wait on your depositors as promptly as possible—let your savings system be as simple as is consistent with safety. Maintain at all times a sense of your obligation to the public and certainly moderate success will follow.

QUANTITY IS SOMETIMES A FACTOR IN SELLING.

Large quantities of goods attract attention, impress the customer, and most customers buy more freely and quickly from a large stock than they would from a small stock. I at one time lived near two grocery stores, and in watermelon season one of them would buy half a dozen melons at a time and the other would buy one or two hundred at a time. The one who bought one or two hundred would be sold out first.—*The Zenith, Marshall Wells Co., Duluth, Minn.*

In Chicago The Tribune Leads

By 1,500,000 Agate lines.

During the first nine months of 1903 the amount of advertising carried by THE TRIBUNE and its competitors was as follows:

Tribune . . .	3,542,036 agate lines
Record-Herald . . .	4,050,220 agate lines
American and Examiner . . .	3,734,203 agate lines
Inter Ocean . . .	2,958,878 agate lines
Chronicle . . .	1,820,462 agate lines

Nearly A MILLION AND A HALF lines more than any other morning paper in Chicago.

During the above time THE CHICAGO TRIBUNE (with one exception) carried more advertising than any other morning paper in the United States.




If you wish to honor every tenet of good taste in dress, Saks Apparel will help you. Distinctiveness and simple elegance are its salient features.

PARISIAN AUTO-MOBILE APPAREL

O. Ström et Fils, of Paris, have granted us exclusive control in this country of their clever creations.



Saks & Company



We need rarely say "No." Hard-to-find requisites for the "Autoist" are but one of the things in which we are Specialists

To measure Tailoring for Critical Men



Saks & Company

SAKS' STREET CAR ADVERTISING.

The only department store in New York City using street car cards to any extent is the Saks establishment. Saks & Company's cards appear in every surface and elevated car in Manhattan and the Bronx. The policy has been steadily followed in the year since the store opened. Cards have been changed regularly each week. Results have been very satisfactory. It is not maintained that the cards perform any service not to be had from the newspapers, but that they furnish an admirable supplementary force to other advertising.

It has doubtless been noticed that the copy for the Saks cards has been of a "high-toned" description. During the summer months, for instance, attention was called almost wholly to automobile clothes in a series of excellent poster effects. There has also been a distinct trend toward the peculiar dialect of society—the use of such words as "shop," "garb," "mode" and so forth. The Saks store is unquestionably high-grade, and the advertising fits it. Several times of late, however, the writer has found himself on cars with people who did not have the appearance of owning automobiles, and the Saks card with its clever ultra-fashionable talk seemed a little misplaced. Advertising dealing with medium-priced business suits would have been more to the purpose, evidently. But the Saks cards have been put out with a well-defined purpose, and a good one. The "tone" of the arguments tends to raise the public's opinion of the store. The man who buys a fifteen-dollar suit of clothes thinks well of a store that carries the latest things in auto togs. People are, in shopping as in social life, inclined to reach a little above their means for clothing and things that go to make an appearance.

"The auto cards are profitable as direct promoters of trade in auto garb," said one of the staff. "You can't look over the people in a car and definitely say who has

an automobile and who has not. With the Oldsmobile at \$650 it's not the millionaires who own autos, by any means. People hire them, and to ride does not imply that one owns, for the man or woman who is at all known has invitations to ride during the course of the season. Of course, that means correct clothing. So it isn't the few who buy auto clothing, but the many. The auto has come to stay. Its use is becoming more general every day. And even though people neither own nor ride, they are interested."

Besides the car cards and distinctive ads in the dailies, Saks & Company send out fine literature to advertise special departments. This is sent to lists of hotel men, clergymen, motorists, people who have liveried servants and so on. Fine printing is a matter of course. Among the things mailed recently are a catalogue of liveries, another of clerical apparel and vestments, and folders dealing with Oriental rugs, traveling traps and clothes. When the store was opened it was the intention to sell nothing but wearing apparel, but the scope has since been widened to take in silks, velvets, laces, linings, notions, napery, linens, trimmings, dress goods, white goods, wash goods, rugs, bed linen, upholstery, embroideries, art objects and art embroideries.

RARELY does it happen that a business man acts too soon, but thousands of failures were the result of putting off action until it was too late. Opportuneness is of greatest importance to success.

"NOT MANY

Weekly newspapers in the United States come up to the same standards of excellence that the

WARSAW

WESTERN NEW-YORKER

does."—*Printers' Ink* of Oct. 7, 1903.

Published at Warsaw, the county seat and metropolis of Wyoming County, N.Y. Circulation 3,600, and growing every day.

NEW YORK NOTES.

A. H. Overman, a few years ago one of the world's largest advertisers, is opening up an advertising shop. Having spent \$1,000,000 of his own money in exploiting bicycles, Mr. Overman believes he is amply qualified to spend other people's money in purchasing profitable publicity. He expects to surround himself with a corps of the best men in the business and will write, design and place advertising.

Speaking of bicycles brings to mind the fact that Col. Albert Pope recently said at a banquet of advertising men in Chicago that he yet hoped to be the largest advertiser in America. He is making a fair start, for within a short time the Pope Manufacturing Company will place from its office in the Park Row Building about half a million dollars' worth of business. The Pope Manufacturing Company some months ago acquired the best of the American Bicycle Company's plants, and Col. Pope proposes to spend a lot of money in the effort to make the bicycle as popular as it was four or five years ago. The appropriation is in the hands of Robert L. Winkley, who occupies the position of advertising manager for the Pope Manufacturing Company. He has the advantage of two consultations weekly with Nathaniel C. Fowler, who comes down from Boston for that purpose.

From nothing to 200,000 each issue is not a bad circulation record for three months, yet this is what Mr. Boardman, of the New York *Illustrated Graphic*, claims for his publication. Mr. Boardman, who used to be one of the stronger satellites that rotated around the departed New York *Recorder*, has had a wide experience in the publishing business, but he says he has always made the mistake of trying to get advertising first and circulation afterwards. He reversed the order of things with the *Graphic*, and by working all the known circulation schemes, and several that were never heard of before, piled up a tremendous circulation in an incredibly short time. Yet Mr. Boardman says that every name on the books represents a dollar received within the last few months and that the books and letters are open to inspection to any one interested enough to examine them. Having acquired the circulation, the *Graphic* will now make a strong bid for advertising patronage.

The "original letter" trade is growing by leaps and bounds. A few years ago two or three concerns controlled the business and a great many otherwise energetic men considered it undignified, to say the least, to use letters. To-day practically every large mail order house—and that includes nearly all lines of business—is constantly seeking fresh letters. The source of supply has multiplied with the demand and dozens of letter brokers do a prosperous business. Frank H. Carter and his "Direct Appeal" is one of the originals and is still among the leaders. The Guild Co. in the Vanderbilt Building does an exten-

sive business, and the Frank H. Davis Company's headquarters at 108 Fulton street resemble a busy commercial establishment. They occupy about half of the third floor, almost as much of the fifth floor and have large storerooms on the eleventh floor. Mr. Davis says that the letter business is on the top wave of prosperity.

Daniel F. Beatty, once the famous Mayor of Washington, N. J., is seen occasionally on Broadway, but he looks no older than in the old days when he said he was spending \$400,000 a year with the country newspapers of the United States. Col. Beatty claims to have been the original mail order man. He was the originator of the idea of selling organs and pianos by mail, a method that has been successfully copied by dozens of others. In a remarkably few years Beatty rose from an itinerant peddler of melodeons, with a very limited education, to be, in his own opinion, the organ king of the earth. Charles H. Davis, the well-known Fifth avenue photographer, was his superintendent, and his plant at Washington, N. J., was the largest in its day. For a dozen years Beatty was "it" in the organ world, and then the crash came. Others rushed in and filled the gap caused by Beatty's failure, and he never recovered his lost fortunes. Col. Beatty has not advertised to any extent for more than ten years, but he told me the other day that he still sells a good many organs and pianos in the course of the year as a result of the seed sown more than a decade ago.

The woman's daily paper is scheduled to make its bow in New York on November 2. Hayden Talbot is to be the publisher, and No. 442 Pearl street will be the publication office. It is proposed to begin in a quiet way and let the paper work its way up—or down. Considerable money is behind the enterprise, but not as much as was expected when the publication was first projected.

On September 30 PRINTERS' INK published an article entitled "Distributing by Telegraph," and as a result the American District Telegraph Co., at 195 Broadway, has been deluged by requests for further information. To meet this demand Mr. Rudd, the manager, is issuing a handsome little booklet labeled "Delivered by Messenger," giving the details of the plan. In this connection it is interesting to note that the A. D. T. messengers are now delivering practically all the city mail of Austin, Nichols & Co., Ehrich Bros., the Adams Dry Goods Co. and half a dozen other large concerns. These contracts entail the delivery of from 2,000 to 5,000 letters daily at one cent each, and for each one of them a signed receipt is returned to the sender. Within a short time Mr. Rudd expects to be delivering more than 20,000 letters daily in New York. The letters are assorted at the company's office and then sent by wagon to the telegraph company's sixty-six branches in Greater New York, from which all are delivered within a couple of hours. The

government has but thirty-three branches in the city and has not near as many carriers as the telegraph company has messengers, hence it will be seen that the telegraph company is in a position to give a better service than can Uncle Sam, and that for half the money.

FRANK E. HOLLIDAY.

NOTES.

"LETTERPRESS Printing" is a praiseworthy booklet from the *Times*, Northgate, Blackburn, England, describing that paper's new home, telling of its facilities for printing, and including specimens of artistic composition and presswork.

THE Teachener-Bartberger Engraving Co., Kansas City, issues a handy supplement to its catalogue, showing styles of engraved trademarks and signature lines for use chiefly in newspaper advertising.

A BOOKLET from the Nathan Anklet Support Co., 37 West Nineteenth street, New York, describes adequately a ventilated ankle support for persons having weak ankles.

A FOLDER of miscellaneous information comes from the *News-Leader*, Richmond, Va. This, the only evening daily in that city, was the result of the consolidation last January of two evening dailies—the *News* and *Leader*.

THE *Weekly Live Stock Report* of Chicago has been enlarged from twelve to sixteen pages.

The fact that

The Chicago Record-Herald Gained 707 Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

PUBLISHER

If given the opportunity to do so, and The Journal Company fails to prove that the PAID CITY CIRCULATION ALONE of THE MILWAUKEE JOURNAL is larger than is the TOTAL PAID CIRCULATION of either of the two other evening papers, and that the TOTAL PAID CIRCULATION of THE JOURNAL is larger than is THEIR ADDED TOTAL PAID CIRCULATIONS, The Journal Company will make ABSOLUTELY NO CHARGE for any advertising obtained by such representation—So when an

ADVERTISER

buys space in THE MILWAUKEE JOURNAL he buys not only more paid circulation than he can possibly buy in any other single daily newspaper published in the State of Wisconsin, but he buys more circulation at less cost than he would obtain did he employ both of the other evening dailies.

STEPHEN B. SMITH,
Tribune Building, New York.
C. D. BERTOLET,
Boyce Building, Chicago.

The Mail and Express

New York.

A Clean, Live,

Progressive,

Aggressive

Daily Newspaper.

PRINTERS' INK.
FORTY-FIFTH WEEK.

In response to the weekly ad contest now in its forty-fifth week, forty-five advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by A. C. Thomas, Huntington, W. Va., and it appeared in the *Chicago Tribune* of October 11, 1903. A coupon was mailed to Mr. Thomas, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so selected will

Stewart Hartshorn

**AN
AMERICAN
FAVORITE**

**THE HARTSHORN
SHADE ROLLER**

is a product of American enterprise, made by
American labor for American homes, and holds
first place in the esteem of all good housekeepers.

Look for the signature

Stewart Hartshorn

on the label and thus avoid imitations.

Wood Rollers. **Tin Rollers.**

be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion.

It may be of interest to state that the above prize ad was submitted seven times, and by seven persons widely located from each other, but the one of Mr. Thomas was received first. The choice in the forty-fifth week was rather a difficult one, the majority of advertisements submitted being of a high quality.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called A Roll of Honor. Published weekly in preferred position it lists publications that have furnished detailed statements to and secured figure ratings in the American Newspaper Directory. When a publisher has taken this means of showing that he is willing to let advertisers know how many copies he prints, the Roll of Honor enables him to keep his publication and circulation rating before a large body of advertisers every week at nominal expense. Such service is to be obtained nowhere else at any price. Another advantage is that a publisher entitled to representation may, by simply furnishing later statements, show just how much circulation his paper has gained during a certain period. Change of copy is always free of charge. These are some of the advantages of the department. There are many others.

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the Roll of Honor should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the Roll of Honor as described in that heading of the first page of the Roll of Honor published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the Roll of Honor is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked Roll of Honor Contest, care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every

contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Half-tone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated, and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the Roll of Honor there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fall of recognition.

This competitor offers to advertisers an opportunity to obtain publicity in PRINTERS' INK that money could not buy, as well as to have their work passed upon by the Little Schoolmaster and his pupils everywhere. Mere fine writing may have less show than rugged, homely expression of facts. The chief point to be emphasized is why a publisher whose paper is entitled to a place in the Roll of Honor should secure representation therein.

If further information is desired address the editor of PRINTERS' INK.

ROLL OF HONOR PRIZE COMPETITION.

FOURTEENTH WEEK.

In response to the contest announced on the preceding page three articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by S. Roland Hall, advertising manager Manhattan Reporting Co., 150 Nassau street, New York, and it appeared in the Baltimore, Md., *Evening News* of September 19, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a yearly paid-in-advance subscription to **PRINTERS' INK** was sent to Mr. Hall when the marked copy of the paper was received. Two additional coupons, one to Mr. Hall and one to the advertising manager of the *News*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Hall's effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *News* follows here:

A ROLL OF HONOR AMONG PUBLISHERS.

Some time ago a well-known advertising man was asked what problem he found the hardest in his business.

"Getting at the real circulation and worth of newspapers and magazines," was his reply, and it came without hesitation.

"What is your circulation?" is without doubt the question most often put to the publisher by the advertiser and his agent.

Quality of circulation is important—very important—but quality can be determined more readily than quantity. Every newspaper and every magazine speaks for itself. A keen advertiser can, by careful examination and some inquiry, form a safe estimate of the class of people reached by any publication. The quantity of circulation he cannot determine without the publisher's co-operation and his honesty.

The average publisher either takes to cover before the circulation query like a Kansas farmer before a cyclone or gracefully prevaricates.

There are, however, a select number of papers and magazines whose publishers do not sneeze, stammer or give vague statements when asked their exact circulations.

PRINTERS' INK, published by Geo. P. Rowell,

20 Spruce street, New York, has recently conceived the plan of publishing continuously in its columns a concise list or directory, known as a Roll of Honor, which will include all the publications of this country that fearlessly and truthfully state their circulations, or whose advertising values are so well established as to give them ultra distinction.

Heretofore all newspapers and magazines have been rated together in ponderous directories, and the wheat was so mixed with the chaff that the separation was a task. The honest publishers were sandwiched among the dishonest, and the meritorious mediums almost lost in the mass.

The idea of **PRINTERS' INK** is excellent. It is so practical that it is a wonder it has not been put forth sooner. When the Roll of Honor is complete it will enable an advertiser, without waste of time, to study the list of publications whose circulations are known quantities. He can figure to a certainty the number of readers his advertisements will reach, or, at any rate, satisfy himself of the established value of a paper. He can make up a list with the knowledge that his risk, if any, will depend on conditions other than the size or quality of the audience he reaches.

The stipulations governing the admission of a publication to the Roll of Honor afford ample protection to advertiser and publisher alike. A publication on the Roll of Honor is in good company. It gains by its associations. The publisher must have placed with the editors of the American Newspaper Directory (who publish **PRINTERS' INK**) a detailed statement of circulation for the year preceding. Statements of "about so much" or "over so much" or "twice as much as our nearest competitor" are given no credit. The figures must be exact, and must cover the period of a year preceding.

The publisher, if entitled to a place on the Roll of Honor, may, in addition to a yearly statement of circulation, print from time to time the circulation of his paper for the month previous, thus showing the increase or decrease, as the case may be.

If the publisher has not complied with these conditions he cannot secure a place on the Roll, unless his publication has been so long recognized as one of superior excellence in quality of circulation that it has been awarded the "gold marks" (code signs denoting excellence) in the American Newspaper Directory.

Knowing the vital importance of circulation figures in the advertising world, it would seem that every honest and progressive publisher would gladly avail himself of the opportunity to keep his figures constantly before the eyes of all advertisers.

Many advertisers do not own reliable or up-to-date newspaper directories, but practically all advertisers read **PRINTERS' INK**. It is the pioneer advertising publication, possesses a reputation for accuracy and fairness, and affectionately welcomes its contemporaries as "**PRINTERS' INK** babies."

Since the publishers of **PRINTERS' INK** have for years, with little encourage-

ment and support, stubbornly refused to give inflated or indefinite ratings in the American Newspaper Directory to publications whose exact statements were not furnished, it is well fitted to publish and guard the Roll of Honor. The prestige gained while making "known circulation" the slogan it is to-day enables it to give influence and standing to such a repository of honored names.

The failure of a publisher to appear on the Roll of Honor is prima-facie evidence that he cannot, and the fact that he cannot is a most serious reflection on the merit of his paper. It may be a good advertising medium and his statements of circulation may be true, but who knows or believes him? He is with the common crowd. He is under the ban of suspicion.

General advertisers, especially those who use comparatively little space and those who have recently entered the field, cannot reasonably be expected to be familiar with the merits of all publications. They plan their advertising campaigns and make up their lists by experiences. They figure what can be done with 5,000 circulation by what they did with a previously purchased 5,000 circulation.

Advertising is to-day a science. With a clear, honest statement of circulation, advertisers can estimate quality and can figure their risks to a nicety, just as insurance and other investments are figured. It is too much to ask that the advertiser shall, in addition to other risks, speculate on the circulation and dependent worth of the publications he uses. It is obviously a publisher's duty to place before all advertisers, local and general, known or unknown to him, the number of papers he circulates. And it is to his immediate and permanent advantage to keep these figures before them constantly.

This conceded, the question comes how this can be done most easily, effectively and economically. To apprise all advertisers of the yearly circulation and keep them informed from month to month of the increase would involve much labor and considerable expense in stationery and postage. It would be difficult to place such announcements before all advertisers in the ordinary way.

The admirably conceived plan of **PRINTERS' INK** solves the difficulty and enables every eligible publisher to accomplish this end at a minimum of labor and with a maximum of effectiveness.

When to all these considerations is added the fact that the cost of maintaining a place on the Roll of Honor is so small as to make it hardly more than nominal, there is every reason why the honest publisher should leave the inflating of circulations, the conscious or unconscious deception of advertisers, to those who feel they can afford such policies. He should obey the Scriptural injunction to "come out from among them."

A FIVE-DOLLAR-A-WEEK clerk can wipe out with one discourteous word all the good impressions your fifty-dollar-a-week advertisement may have created.—*Jed Scarborough.*



Weeklies Worth While To General Advertisers

To be eligible to this list a paper must **PROVE** that it goes at least into 2,000 families or has the largest circulation in its county.

34 STRONG WEEKLIES

25 COUNTIES COVERED.

CITY.	PAPER.	CIRCULATION.
Adams.....	Journal.....	2,000
Baldwinsville.....	Gazette.....	2,436
Boonville.....	Herald.....	3,000
Canandaigua.....	Journal.....	2,000
Canton.....	Pizzidealer.....	2,450
Catskill.....	Recorder.....	3,200
Carthage.....	Tribune.....	3,000
Chatham.....	Courier Semi-Weekly.....	3,800
Cobleskill.....	Index.....	2,800
Cobleskill.....	Times.....	2,400
Cooperstown.....	Republican.....	3,200
Cortland.....	Democrat.....	2,341
Fairport.....	Mail.....	2,500
Fulton.....	Observer.....	2,000
Ithaca.....	Ithacan.....	2,100
Keeseville.....	Republican.....	5,000
Port Henry.....	Republican.....	2,250
LeRoy.....	Gazette.....	2,300
Lyons.....	Republican.....	2,300
Marlborough.....	Record.....	1,130
Massena.....	Observer.....	2,573
Medina.....	Tribune.....	1,500
Middleburg.....	Gazette.....	2,300
Monticello.....	Republican.....	1,150
Newark.....	Union.....	2,000
Owego.....	Times.....	2,672
Oneida.....	Post.....	2,460
Pulaski.....	Democrat.....	2,100
Rockville Can'r.....	Observer.....	1,900
Schoharie.....	Republican.....	2,500
Warsaw.....	Times.....	3,200
Warsaw.....	West'n New Yorker.....	3,463
Watertown.....	Herald.....	5,500
Watertown.....	Re-Union Semi-weekly.....	3,500

They are read by the whole family and get closer to the people than any other papers published.

For rates in any one paper or the combined rate for entire list, apply to

LEVI A. CASS, Bus. Mgr.,
Warsaw, N. Y.

F. W. EVANS, Special Agency.
Eastern Representative,
21 Park Row, New York.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙ ⊙), the so-called gold marks, denoting superior excellence in quality of circulation. [?] Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to data showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star, daily. Average for 1902, 1,159. Weekly, 2,026, guaranteed (33). First six months, 1903, daily 1,653 guaranteed.

Birmingham, Birmingham News, daily average for 1902, 13,433 (34); first seven months 1903, 17,393; July, 1903, 20,183; guaranteed.

Birmingham, Ledger, dy. Average for 1902, 18,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

Montgomery, Advertiser, Advertiser Co. Average circulation for 1902, 444 (35); daily 10,890 (⊙), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican, daily. Average for 1902, 5,820 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune, daily. Average for 1902, 9,952 (75). Tribune Publishing Company.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (31). E. Katz, Special Agent, N. Y.

San Diego, San Diegoan Sun, daily average for 1902, 2,729 (80). W. H. Porterfield, pub.

San Francisco, Bulletin, R. A. Crothers, Av. for 1902, daily 49,159, Sunday 47,809 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels, Av. for 1902, d'y 60,885, S'y 71,584 (80).

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug., 1902, 3,597 (86).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 3,266 (86).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 32,171 (97). Average for September, 1903, 39,589. Gain, 7,418.

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

Meriden, Morning Record and Republican, Republican Pub. Co. Dy. av. for 1902, 7,337 (112).

New Haven, Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union, Av. for 1902, d'y 15,351, S'y 8,925 (114). E. Katz, Special Agent, N. Y.

New London, Day, avg. Av. 1902, 5,198 (115). First six months 1903, 5,532. Aug., 1903, 5,750.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Average first six months 1903, 4,906.

DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 25,748 (⊙) (123).

National Tribune, weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

DELAWARE.

Wilmington, Morning News, daily. News Publishing Co., pubrs. Average for 1902, 9,485 (121).

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1902, 7,018 (126). Average first six months, 1903, 8,229.

Pensacola, Journal daily, every morning except Monday. Average for 1902, 2,441 (131).

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta, Journal, dy. Av. 1902, 27,528. Semi-wy, 84,105 (135). Atlanta Journal Co., pubrs.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1902, 1,590 (144).

IDAHO.

Boise, Capital News, dy. and wy. Capital News Ptg. Co., pub. Av. 1902, d'y, 2,512, wy, 2,465 (151). Av. first six mos., 1903, d'y, 2,500, wy, 2,379.

ILLINOIS.

Cairo, Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Champaign, News, In 1902 no issue less than 1,100 daily and 2,400 weekly (162). Average daily issue for July, 1903, 1,711.

Chicago, Ad Sense, monthly. The Ad Sense Co., pubrs. Actual average for 1902, 6,032 (176).

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,485 (167).

Chicago, Bakers' Helper, monthly. H. R. Clissold. Average for 1902, 4,050 (⊙) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Randers Pub. Co. Average for 1902, 60,052 (167). Average first 25 weeks, 1903, 66,746.

Chicago, Grain Dealers Journal, a-mo. Grain Dealers Company. Av for 1902, 4,416 (⊙) (176).

Chicago, Home Defender, mo. T. G. Mauritsen. Act. av. 1902, 5,409 (180). Six mos. 1903, 24,522.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181).

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (182).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First six mos. 1903, 6,256.

A Roll of Honor—Continued.

Chicago, New Thought, monthly, 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, \$9,359 (183). Since January, 1903, *No Thought* prints over 100,000 monthly.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1902, daily 158,424, Sunday 171,916 (166).

Chicago, Tribune, daily. Tribune Co. In 1902, 7A (66) (166).

Clayton, Enterprise, weekly. No ads on patent. No issue since 1895 below 1,008 (188).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,885.

Evansville, Correct English: How to Use It, mo. Average for year ending (Oct., 1902, 9,750 (194).

Kewanee, Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (208). Average guaranteed circulation daily for August, 1903, 3,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 23,742 (219).

Rockford, Register Gazette. Dy. av. for 1902, 5,554, a-wy. 7,052 (223). Shannon, 180 Nassau.

INDIANA.

Evansville, Journal-News. Av. for 1902, d'y 11,916, s'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,561 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,122 (250).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 3,757 (257). For year ending August 31, 1903, 5,222.

Muncie, Star, d'y and s'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, s'y 16,555 (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (263).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,530 (264).

Richmond, Evening Item. Sworn dy. av. for 1902, 3,124 same for August, 1903, 3,237.

South Bend, Tribune. Sworn daily average 1902, 4,561 (267). Sworn av. for Sept., 5,641.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (282).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,218 (285). June 30, 1903, 7,018.

Clinton, Advertiser, daily. Fay Bros., publishers. Average for 1902, 10,225 (289). Accorded largest daily circulation in Eastern Iowa.

Davenport, Times. Dy. av. 1902, 6,822, a-wy. 1,537 (291). Dy. av. August, 1903, 8,087. Cfr. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for June, 1903, 31,011.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver 1902, 27,118 (295). Average for July, 1903, 42,828.

Muscatine, Journal, dy. av. 1902, 3,712, a-wy. 3,711 (315). Dy. av. last 6 months 1903, 4,188.

Ottumwa, Courier. Dy. av. '02, 4,491, a-wy. 6,984 (319). For 6 mos. 1903, dy. 4,577, a-wy. 7,391.

Sheldon, Sun, dy and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (325).

Sioux City, Journal. Dy. av. for first 6 mos. of 1903 (acorn) 19,512, dy. av. for Aug. 19,698. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,968 (324).

KANSAS.

Atchison, Globe, daily. E. W. Howe. (324). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wyland. Average for 1902, 195,809 (342).

Hutchinson, News, d'y and w'y. W'y, during 1903, no issue less than 1,920 (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (363).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,245 (368).

Lexington, Leader. Av. for 1902, d'y 3,728, w'y 2,806, s'y 4,008 (373). E. Katz, S. A., N. Y.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).

Paducah, Sun, daily. Sun Publishing Co. Average for year ending June, 1903, 1,704 (378). Daily average for September, 1902, 3,192.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (387). Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1903 no issue less than 3,000 (387).

The Southern Buck, official organ of Filkdom in Louisiana and Mississippi. Av. '02, 2,566 (388).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,125 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393) (393).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,522 (409). January 1 to September 30, 1903, 44,887.

MASSACHUSETTS.

Boston, Evening Transcript (C) (415) Boston's tea table paper. Largest amount of week-day ads.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,396 (415-415).

First 6 mos. 1903, dy. 195,802, Sp. 207,222. Largest circulation in New England.

Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,530 (420).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C) (421).

Boston, Post, dy. Average for 1902, 174,175 (413). Av. for Aug., 1903, dy. 127,744, Sp. 169,599. Largest p.m. or a.m. sale in New England.

Boston, Traveler. John H. Fahy. Established 1838. Actual daily average 1902, 75,232 (413).

For first six months 1903, 76,409.

A Roll of Honor—Continued.

Danvers, Red Men's Official Journal, monthly. Andrew H. Foster, pub. Average 1902, 2,759 (425). Only official paper for 300,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (425).

Gloucester, Daily Times. Average for 1902, 6,247 (437). First seven months 1903, 6,029.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (438).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Av. for 1902, 103,666 (436). For year end. Apr. 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 9 mths. in 1903, 8,650.

Detroit, Free Press, Average for 1902, daily 41,952, Sunday 51,200 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (459).

Grand Rapids, Evening Press, dy. Average for 1902, 55,216 (456). First 6 mos., 1903, 56,184.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456). Only morning and only Sunday paper in city of 160,000. Average daily issue for September, 1903, 22,551. Advertising rate, 3 1/4 cents per agate line note—will be increased January, 1904.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 8,587 (461). Average for first six months 1903, 4,585.

Jackson, Press and Patriot, daily average 1902 5,958 (461); for July and Aug., 1903, 5,544.

Kalamazoo, Telegraph, '02, dy. 7,408, s-wkly. 7,579 (462). To Oct. 1, '03, d. 8,424, s-w. 8,414.

Saginaw, Evening News, daily. Average for 1902, 9,845 (473). September, 1903, daily 12,839.

Saranac, Advertiser, weekly. H. T. Johnson. No issue in 1903 less than 2,000 (474).

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1902, 63,208 (486). Actual average July-October, 1903, 74,888.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (486).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (486).

Minneapolis, N. W. Agriculturist, s-mo. Feb., '03, 78,168 (498). 75,000 guar'd. 33c. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,900 (C) (497).

Minneapolis, Svenska Amerikaners Posten, weekly. Average for 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (490); Sunday, 56,830. Six months to Oct. 1st, 1903, daily 72,654, Sunday 60,598. Est. 1887. Daily average for September, 75,649.

The only Minneapolis daily listed in *Roswell's American Newspaper Directory* that publishes its circulation down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by *Roswell's American Newspaper Directory*. Advertisements go in both morning and evening editions for one price.

Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, Dispatch, dy. Aver. 1902, 49,953 (506). Present aver. 55,151. *ST. PAUL'S LEADING NEWSPAPER.*

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 22,525 (505).

St. Paul, News, dy. Aver. 1902, 20,619 (506). First 6 mos. 1903, aver. 22,787.

St. Paul, Pioneer-Press. Daily average for 1902 24,151, Sunday 30,986 (506).

St. Paul, The Farmer, agri., s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb., '03, 67,875 (507). Act. present av. 80,000.

Winona, Republican and Herald, daily. Average 1902, 8,202 (512). Av. past 6 months, 4,109.

Westlicher Herald, wy. Av. '02, 22,688, Sonntags Winona, 22,508, Volksblatt des Westens (wy.), 22,526 (513).

MISSOURI.

Carthage, Press. Daily average for 1902, 1,411, weekly 2,850 (530). W. J. Sewall, pub.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,376, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 6 mos. '03, 9,896.

Kansas City, World, daily. Aver. 1902, 62,978 (542). First 6 mos. 1903, 61,625.

Mexico, American Farm and Orchard, agric. and hort. mo. Actual average for 1902, 4,888 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'ly. Aver. for 1902, 22,237 (557). Rate 15c. per line. Circulation 29,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M.M.D., ed. and pub. Av. for 1902, 55,055 (563).

National Farmer and Stock Grower, mo. Av. s mos. end. Oct., '03, 105,500. 1902, 68,558 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,325. Actual proven average for first 9 mos. in 1903, 1,115,766. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,204 (572). *MONTANA'S BEST NEWSPAPER.*

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly (590). Av. for year end. April 30, 1903, 144,554.

Lincoln, Free Press, weekly (590). Average for year ending April 30, 1903, 144,554.

Lincoln, Western Medical Review, mo. As gr. endg. May, 1903, 1,500. In 1902, 1,000 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1902, 25,478 (594).

Omaha, News, daily. Aver. for 1902, 22,777 (594). First 6 mos. 1903, aver. 29,068.

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (602).

Leith & Stuart, N. Y. Rep., 100 Nassau St.



A Roll of Honor—Continued.

NEW JERSEY.

Asbury Park, Press dy. J. L. Kimmonth, pub. Act. av. year end July 31, '03, \$702. In '02 \$656.

Elizabeth, Evening Times. *Sworn aver.* 1902, \$385 (616). 6 mos. 1903, 4,255.

Elmer, Times, weekly. S. P. Foster. Average for 1902, \$,085, (616).

Jersey City, Evening Journal, dy. Average for 1902, 17,532 (619). 1st 6 mos. 1903, 18,407.

Jersey City, Sunshine, mo. J. W. Floridy. Aver. for year ending Jan., 1903, \$4,500 (436).

Newark, Evening News. Evening News Pub. Co. Av. for 1902, dy. \$6,406, sy. 15,915 (631).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (625).

Plainfield, Daily Press. A. L. Force, publisher. Actual average for 1902 \$,532 (635).

NEW YORK.

Albany, Journal, evening. Journal Co. Av. average 1902, 16,109 (634); present, 18,597.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, \$6,204 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,891 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,812, evening \$0,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Corning, Evening Leader, daily. Average for '02, 4,064 (647). September, 1903, 5,955.

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (658). Av. for Sept. 1903, 4,566. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, my. R. M. Van Arsdale pub. Av. 1902, \$,516 (681). Av. 10 mos. '03, \$,745.

American Machinist, w'y, machine constr. (Also European ed.) Av. 1902, 18,561 (690).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 5,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 2,088 (688). Average for first six months end July 31, 1903, 4,416.

Benniger's Magazine, family monthly. Benniger Bros. Average for 1902, \$5,479 (689).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,528 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,833 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, \$0,844 (672).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (686). Act. av. circ. for 6 months ending June, 1903, 876,957.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (674).

Forward, daily. Forward Association. Average for 1902, \$1,709 (667).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, 4,681 (690). December, 1903, edition, 255,650 copies.

Hardware, semi-monthly. Average for 1902, 5,802 (683); first half 1903, 5,862.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,225 (686).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,453 (677).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (678).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, 17,696 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 5,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 63 Fulton street. Est. 1834. (680).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1903, 2,488 (687).

The Iron Age, weekly, established 1855 (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, 'that paper, after a canvass 'ing of merits extending over 'a period of ten months, having been pronounced the one trade paper in the 'United States of America that, taken all in all, 'renders its constituency the best service and best 'serves its purpose as a medium for communication with a specified class.'"

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A. (680).

Wiltshire's Magazine. Gaylord Wiltshire, ed., 123 E. 2nd St. Act. av. ending Sept., 1902, 46,000 (1088). Actual av. first eight mos. 1903, 100,635.

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, \$6,186.

Schenectady, Gazette, daily. A. N. Liecty. Average for 1902, 9,097 (712). Average for the month of August, 1902, 12,011.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cam, publisher. Average for 1902, 2,458 (724).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,129 (726).

NORTH CAROLINA

Lexington, Dispatch, w'y. In 1902 no issue less than 5,000 (735). Aver. first 6 mos. 1903, 6,200.

NORTH DAKOTA.

Grand Forks, Normannden, weekly. Normannden Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). For gr. end. July, '02, 5,225. La Cote & Maxwell, N. Y. Rep.

OHIO.

Ashtabula, American Sanomat, w'y, Aug. 6th. Average for 1902, 8,558 (732).

Cincinnati, Enquirer. Established 1842. Daily (670), Sunday (671). Beckwith, New York.

A Roll of Honor—Continued.

Cincinnati. Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati. Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Cincinnati. Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 142,918 (761). Act. aver. for first six months 1902, 147,601.

Cleveland. Current Anecdotes (Preachers' Mag.), mo. Av. year end, Sept., 1902, 11,875 (766).

Columbus. Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus. Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton. News, daily. News Publishing Co. Average for 1902, 16,530 (772).

Leicester. Fairfield Co. Republican. In August, '02, no issue less than 1,650 for 2 years (783).

Springfield. Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 811,220 (800). Actual average for first six months, 1902, 840,875.

Springfield. Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 832,666 (800). Actual average for first six months, 1902, 835,166.

Teledo. Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (803).

OKLAHOMA.

Guthrie. Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,806, wy. 21,222 (813).

OREGON.

Astoria. Lannetor, C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,898 (830).

Portland. Evening Telegram, dy. (ex. Sun). *Sworn circ.* '02 (8 mos.), 17,828. In '02, 16,806 (824).

Portland. Pacific Miner, semi-mo. Av. year ending Sept., 1902, 2,508; first 6 mos. 1902, 4,912.

PENNSYLVANIA.

Allegheny. American Tourist, mo. Av. year end, Aug., '02, 6,120 (873). This paper was formerly published in Pittsburgh, and is now continued under the name of The American Home Companion.

Bellefonte. Centre Democrat, wy. Average for 1902, 2,350 (822). First six months 1902, 2,750.

Connellsville. Courier, weekly. Actual av. for 1902, 2,165 (828). The "Courier" has a daily issue since Nov., 1902; statement upon application.

Erie. Times, daily. Average for 1902, 10,645 (842). E. Katz, Special Agent, New York.

Harrisburg. Telegraph, dy. No issue for year end, Feb., less 7,500 (847). *Sworn av.* year end, July, '03, 9,429. Shannon, 160 Nassau, N. Y.

Philadelphia. American Medicine, wy. Av. for 1902, 19,237 (866). Ac. March, 1902, 16,827.

Philadelphia. Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia. Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1902, 538,127 (878). *Printers' Ink* awarded the seventh "upar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink.' The Little 'Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."



Philadelphia. Public Ledger, daily. Adolph S. Ochs, publisher. (C) (966).

Philadelphia. Reformed Church Messenger, wy. 1306 Arch st. Average for 1902, 8,574 (868).

Philadelphia. Sunday School Times, weekly. Average for 1902, 101,815 (869). Average to July 1, 1903, 108,957. Religious Press Assn., Phila.



Philadelphia. The Evening Bulletin, d. ex. S. Average for 1902, sworn, 180,489 (864) copies daily, net paid. Average for first six months of 1902, sworn statement, 141,196 copies per day, net paid. The Bulletin's circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN.

Pittsburg. Chronicle-Telegraph. Aver., 1902, 67,542 (876). *Sworn statement* upon application.

Pittsburg. Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). *Sworn statement* upon application.

Pittsburg. Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876). Average first six months 1902, 64,871.

Scranton. Times, every evening. Edw. J. Lynett. Average for 1902, 19,917 (883).

Washington. Reporter, daily. John I. Stewart, gen. mgr. Average for 1902, 5,857 (880).

West Chester. Local News, daily. W. H. Hodgson. Average for 1902, 15,098 (890).

York. Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,261 (892). Average for May, 1902, 8,872.

RHODE ISLAND.

Providence. Daily Journal, 15,975 (C) (896). Sunday 18,281 (C) (896). Evening Bulletin 87,551, average 1902. Providence Journal Co., puba.

SOUTH CAROLINA.

Columbia. State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1902, 6,800 copies.

SOUTH DAKOTA.

Siox Falls. Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,819 (916). *Sworn average* for August, 1902, 9,487.

TENNESSEE.

Chattanooga. Southern Fruit Grower, mo Actual average 1902, 11,204 (920). Rate, 5 cents per line. Average for September, 1902, 15,156.

Gallatin. Semi-weekly News. In 1902 no issue less than 1,850 (923). First 6 mos. 1902, 1,425.

Knoxville. Sentinel, daily. Average 1902, 7,701 (925). Average September, 1902, 16,011.

Memphis. Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 27,506, Sunday 24,916, weekly 74,814 (927). First 9 mos. 1902, dy. 28,445, Sy. 87,818, wy. 76,928.

Nashville. Banner, daily. Av. for year ending Feb., 1903, 16,078 (929). Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.

Nashville. Christian Advocate, wy. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas. Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton. Denton Co. Record and Chronicle, wy. W. C. Edwards. Av. for 1902, 2,744 (945).

A Roll of Honor—Continued.

El Paso, Herald. daily. Average for 1902, \$2,245 (946). *E. Kaiz, Special Agent, New York.*

La Porte, Chronicle, weekly. G. E. Keppie, publisher. Average for 1902, 1,229 (964).

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (999); May, 1903, 1,257.

UTAH.

Ordem, Standard. Wm. Glasman, pub. Av. for 1902, daily 4,022, semi-weekly 2,081 (970).

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 2,254 (916). *First six months 1903 2,582.*

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (962). *Aug., 1903, 5,493.*

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,226 (999).

Tacoma, Daily News, dy. Av. '02, 15,659 (1000). *Av. 9 mos. 1903, 14,080. Saturday issue 18,008.*

Tacoma, Ledger. Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1001). *Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,504 (1000).

Wheeling, News, d'y and s'y. News Pub. Co. Average for 1902, d'y 5,026, s'y 2,205 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1000).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,745 (1000).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). *Sept., 24,504.*

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1006). *First 4 mos 1903, 6,270.*

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 5,706.

Wisconsin Agriculturist, wy. Av. for 1902, 27,515 (1030). *For yr. edg. July 31, 1903, 20,800.*

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,555 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 6,987 (1061).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 2,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwestern, German weekly. Average for 1902, 2,161. *1st 9 mos., 1903, 9,100.*

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 10,674 (1054). *Daily, first nine months 1903, 19,504.*

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,221 (1000).

ONTARIO, CAN.






Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1007).

Toronto, Star, daily. Average for 1902, 14,161 (1004). *First six months 1903, 20,096.*

QUEBEC, CAN.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,490. Average to Sept. 1st, 1903, 75,075 (1000).

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,415 (1000). *Six mos. end. May 31, '03, dy. at 55,147, wy. 122,157.*

 No Amount of Money
 can buy a place in this
 list for a paper
 not having the
 requisite qualification.

The Associated Sun

THIS is the announcement of the very latest example of newspaper enterprise—a combining of resources and efforts by which a number of the greatest daily newspapers secure for their Sunday issues a magazine feature unlike anything ever attempted before.

To make it clear to you what this is, we will ask you to think of a magazine of from sixteen to twenty-four pages of about the size of *Collier's* or *The Saturday Evening Post*, with practically the same quality of paper and printing, except—and most important exception—eight pages will be printed in six colors by lithography, giving color effects open to no other publications.

These Associated Sunday Magazines will have their own Editorial and Art Departments, of course, in order to secure unity of effect and harmony of result; but they will be backed by all the editorial resources of the different papers, in the effort to produce a combined magazine which shall surpass in quality of contents and brilliancy of features any of the illustrated weeklies or magazines now in existence.

The magazines will be uniform for all the associated papers, both in contents and advertising, but each newspaper will put forth its magazine under its own name, with no marks to reveal to the general public that it is a syndicate feature.

This opens a field of clover to the general advertiser—

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THE NEW YORK

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Negotiations in progress with

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Combined Circulation G
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Sunday Magazines

a combined circulation at the start of 650,000 copies, which will be rapidly added to by the taking on of additional papers and by the natural increase of circulation resulting from the demand for so meritorious a feature; a quality of circulation and prestige assured from the beginning, and the best of printing and company (absolutely no objectionable or extravagantly worded advertising will be admitted).

In addition to this, an advertising rate of *only \$1.95 an agate line* (three-tenths of a cent a line a thousand of guaranteed circulation). This rate is subject to advance without notice, and, under existing conditions, is such a bargain as to demand from every advertiser immediate attention. It can only be secured by the insertion of advertising in early issues, the first number being that of December 6th—the Christmas number of the various papers—forms for which close October 31st.

This is no new publication which must slowly acquire favor and circulation and prestige. It demands your immediate attention. Better act quickly.

WILLIAM BANCROFT,
General Manager.
HENRY DRISLER,
Advertising Manager.

31 Union Square, New York. }
549 Marquette Bldg., Chicago, Ill. } Oct. 22, 1903.

The Sunday Magazines

and with Sunday issues of
NEW YORK TIMES
CHICAGO RECORD-HERALD
ST. LOUIS REPUBLIC
PHILADELPHIA PUBLIC LEDGER
PITTSBURGH POST

in progress with other papers

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A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advc. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,
Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 LUDGATE HILL, E.C.

NEW YORK, OCT. 28, 1903.

THE Bible says, "As ye sow so shall ye reap." That applies strongly to advertising. There are three things that determine the yield—the kind of seed, the soil and the liberality of the sower.

Good copy is good advertising seed, but the time has passed when the advertiser can expect to reap a big crop with a stingy amount of seed—space. Sure, he may make a small space pay for itself and often yield a profit, but if he is going after big game—profit—he must load the advertising gun with shells worthy in size. A coward never made a good advertiser.

Some old-fashioned three-line advertiser says that he will "reinvest his profits and grow." All right. If a long drawn out existence is to your liking, if you have patience like unto Job, if you are young and have plenty of time, go ahead with your little campaign. The fellow whose blood is red and warm, who has an ambition to do things *now*, will sow good seed liberally and accomplish results in a few weeks that little ads could never produce.

From an economical standpoint big space is the cheapest. It insures attention, inspires confidence—does business.

The subject of good copy is not to be overlooked. Poor copy in big space is a sure failure, while good copy, a good proposition, big space in the right medium is almost a dead sure winner. There is a reason, a philosophy for this.

The fable of the farmer throwing grass at the boys in the apple tree is an apt illustration. The big element of all effective advertising is *force*. It must create a positive disturbance—an impression. Commence throwing rocks at first. All the experience gained in throwing grass will never demonstrate the effectiveness of rocks. This leads to the most important item—getting ready. Half-cocked advertising, placing ads before the whole scheme of follow-up, either by salesmen or literature, is ready, has ruined the prospects of many an advertiser. The whole plan should be worked out before the first ad is placed. No good general would attack the enemy without a good line to reinforce the advance guard. *Get ready*. The agency that doesn't look into this important feature, that doesn't see to it that this part is ready to move with the rest of the procession, is worthy of your distrust. Advertising is one of the important cog-wheels in the business machine, but all the other wheels must be in place, ready to move when the power is turned on. If not, the advertising wheel will turn all by itself and produce—expense. Have good seed, sow it liberally in good soil and be sure to have the facilities to harvest the crop—properly handle the inquiries and fill the orders.

This talk is for big men—men who are above the level of the common kind of advertisers.

MR. SAMUEL F. KANE, a well-known advertising man, is now a partner in the George R. Craw Advertising Agency, Chicago.

THE Chicago *Record-Herald* has gained in advertising patronage each month this year, and the total gains aggregate nearly 800 columns.

MR. SAMUEL STRAUSS succeeded J. S. Seymour as publisher of the New York *Commercial Advertiser*. Mr. Strauss comes from Des Moines, Iowa. Mr. Seymour goes to Chicago, where he will be general manager of the *Record-Herald*.

THE more you advertise the more you can afford to advertise.

ONE should advertise not according as it pleases him, but as it may please the public.

THE publisher of the Chicago, Ill., *Home Defender* reports that his new subscribers numbered over one hundred a day during September last. The *Home Defender* has for a motto: "Remember the boys, down with the saloon." The *Defender* is a member of the Roll of Honor.

THOMAS BALMER, of the Butterick Trio, believes that more advertisers commit business suicide through the use of insufficient space than through any other shortcoming. The total amount spent without adequate return in this manner is very great. The *Delineator* advertising in the dailies and magazines shows that Mr. Balmer believes in taking his own medicine.

CONSPICUOUS gains in advertising came to the Kalamazoo *Evening Telegraph* during the third quarter of this year. In July 11,718 inches were printed, in August 14,509 inches, and in September 15,359 inches. This beats the record for the same period last year by 8,190 inches. The *Telegraph* is the only evening paper in Kalamazoo, claims the largest circulation in southwestern Michigan, and is the only newspaper in its territory represented in the Roll of Honor.

Judicious Advertising, published by the Lord & Thomas Agency, in Chicago, has fulfilled in a fair degree what the Little Schoolmaster predicted of it about a year ago, viz., that it was a baby that showed signs of real, practical value. By way of celebrating its first anniversary the paper states:

Whatever *Judicious Advertising* has been or has not been, it has been practical. We have fought shy of "ologies" and "isms" and we mean to continue to do so. We consider that there are quite enough actual, plain, everyday problems that are up to the advertiser and demand attention, without muddling our readers and ourselves with vague hypotheses and scientific dissertations.

SUCCESS in business comes of experience, but many people are too prodigal in buying it.

A SUCCESSFUL advertisement of a novel sort was recently employed by Ehrich Bros., New York City. Costly gowns, wraps, furs and millinery, imported from Paris, Berlin and Vienna, were exhibited on living models. A spacious stage was built, says the *Dry Goods Economist*, and eight good-looking young women promenaded in the garments, changing at intervals. Fully 5,000 people viewed the exhibit in four days. The garments are to be sold at half price, the firm's intention being to make nothing of the event but an advertisement, drawing high-class trade to the store.

THE folder statement of the Philadelphia *Bulletin* for September shows that this daily had an average of 142,492 copies each issue during that month. This is net circulation, as by the *Bulletin's* policy all damaged and returned copies are deducted. This represents a quiet normal increase such as has characterized the *Bulletin's* statements for several years. The difference between the separate statements from month to month has not been great, but that the increase is regular is shown in the fact that the paper's circulation has grown nearly 100,000 copies since 1896.

IN the week from October 5 to 10 the *Evening News*, Dayton, Ohio, carried fifty-one pages of display and classified advertising, or 107,138 lines. This, according to James M. Cox, the publisher, is more than was carried by any other daily paper in Ohio in the same week. The *News* is a six day paper, publishing no Sunday edition, but in making comparisons with other Ohio papers the seven-day papers were included. This is a gain of more than two pages a day over the *News's* own record of a year previous. The *News* is the only Dayton daily represented in the Roll of Honor, and the only one entitled to representation.

Do not advertise to sell goods but once. Advertise with the idea of making permanent customers.

THE Evansville, Ind., *Courier* is now represented in New York and Chicago by Smith & Thompson, special agents. The *Courier* guarantees its circulation, which, according to a detailed statement, averages 12,618 for the past twelve months. Its publishers announce their entire willingness at all times to furnish advertisers with any proper evidence of daily circulation.

A NEW Hoe perfecting electrotype magazine press, with a capacity of 30,000 papers per day, has been installed by the *American Boy*, Detroit, Mich. The December issue will be printed on it, with pages enlarged to the size of the *Ladies' Home Journal*. The Sprague Publishing Co. is conducting a campaign with large copy in general magazines reaching approximately 6,000,000 homes, and the new mechanical facilities were installed to meet the growth in circulation that must assuredly come. By the beginning of 1904 the *American Boy* ought to have a circulation that will persuade its publisher to make a detailed statement to the American Newspaper Directory.

THE Omaha *Daily News* was four years old October 9. This was the first of the "good luck papers" established, and the circulation on the day of its advent, October 9, 1899, was 6,445. A year later the daily average had reached 20,000, in 1901 it was 23,000, last year it was 33,900, while the present birthday showed an average of 43,000, covering every voting precinct in Nebraska and western Iowa, as well as extensive territory in half a dozen adjacent States. The success of this paper—the first penny daily Omaha had ever known—led to the establishment of the three others that fill out the four-leaved clover emblem—Kansas City *World*, St. Paul *Daily News* and Des Moines *Daily News*.

BUSINESS is cold-blooded and unsentimental, it is true, but the business man who succeeds is sure to be full of enthusiasm for his work. His energy must be touched of the spirit of faith in self and in his wares, or he will find himself "atclassed" by his competitors. The day of halfheartedness has passed, and the present is a time of active strenuousness.

GRADUATES of the ad schools, finding difficulty in establishing themselves with reputable business houses on salaries "ranging from \$50 to \$200 a week," are now seeking to set themselves up as advertising agents. An order was recently sent to the publisher of a prominent agricultural journal by a person who posed as an advertising agent and claimed the commission. The party being unknown, the publisher investigated through a representative, whereupon it was learned that this pseudo advertising agent, a locomotive fireman by occupation, had taken a course by mail from an ad school. The commodity he meant to advertise was a lot of chickens his mother wished to sell! Publishers and advertising agents' associations have taken steps to prevent deception by this new class of "advertising agents."



THE HANDSOME COVER OF THE CHRISTMAS NUMBER OF "COUNTRY LIFE IN AMERICA."

ADVERTISING is business energy and should be applied in the right way and right place all the time.

ANOTHER of New York's daily newspapers is to forsake Park Row and make its home farther uptown. Within a month the *Daily News* will leave the ramshackle it has so long occupied for commodious quarters at Twenty-fifth street and Lexington avenue, where Frank A. Munsey's magazine is published. The new offices are being fitted up in perfect style, with every possible convenience, and few metropolitan newspaper offices will equal them in their appointments. The new plant which is being installed for the exclusive use of the *News* includes a color press, on which will be printed the *News*' Sunday supplement.

The removal of the *News* will, no doubt, be a surprise to the many who have not been following the paper recently. The *News*, ever since A. T. MacDonald assumed the managing editorship, has been steadily improving, and it is said that the continued development of its tone prompted Mr. Munsey to make a final and Herculean effort to secure it a recognized place among New York daily newspapers, and in this effort Mr. Munsey will spend considerable money. In all fairness, it must be said that the *Daily News* has grown into a metropolitan newspaper, with one important feature lacking—advertising.—*Newspaperdom*, October 15, 1903.

A SIGNIFICANT sign of the possibility of a closer union in a spiritual way in the future between the North and the South is the fact that a closer business union has just been formed between the publications of the Methodist Episcopal Church, South, Nashville, Tenn., and the Religious Press Association, of Philadelphia, Pa.

Arrangements have been completed by which the Religious Press Association, of Philadelphia, will take up all the advertising management of the weeklies, monthlies and quarterlies published by the Methodist Episcopal Church, South. A new rate card will soon be issued by the Religious Press Association, and it will adjust the advertising charges in accord with the quality and quantity of the circulation of the different periodicals. Some of these publications have never been offered to advertisers, and their columns will now for the first time be opened to receive acceptable advertising. The publications included in this arrangement, and all of whose advertising business will now be transacted by the Religious Press Association, Philadelphia, are:

The Christian Advocate.
The Epworth Era.
The Children's Visitor.
The Sunday School Magazine.
The Senior Lesson Quarterly.
The Intermediate Lesson Quarterly.
The Home Department Quarterly.
The Methodist Review Quarterly.

All correspondence and remittances relative to business with PRINTERS' INK should be addressed to the Business Manager of the paper (see head editorial page), and by doing so correspondents will expedite and facilitate transactions.

ONE brick never built a house, neither will one ad build a business.

THE present two-cent stamp is to be retired before the new year and replaced by a fresh design which is expected to meet with a more favorable reception than any other stamp ever issued by the government. Four billion two-cent stamps are used in the United States every year, and the Bureau of Engraving is completing the plates for printing this vast issue. Washington is the central figure of the new design.

THERE are many human forces that make for accomplishment.

And the greatest of these is earnestness.

It is corner-stone and keystone, bed-rock foundation and towering walls—the whole masonry of success.

It sweeps before it all doubts and difficulties; prevails against brute strength; surpasses genius.

Enthusiasm is the fickle flash; earnestness, the steady glow.

It is that quality which shines through and glorifies the simplest deeds and plainest words.

Earnestness impresses where all else is powerless.

Earnestness proves itself and cannot be counterfeited.

Earnestness in advertising is the prime essential. Other qualities may be lacking. The ad may be as crude and unfinished as a child's mud-house; but, just the same, if it has the saving grace of earnestness; if it comes from the heart, it will strike up a wireless connection with the hearts of its readers and do its duty despite its defects. Earnestness is hypnotism; earnestness is inspiration. If you are properly earnest, words will come, ideas will develop, arguments will tumble over one another in their rush for expression. And results are bound to come.

No one can write earnestly unless he is a downright believer in the proposition he is advancing—an enthusiast—willing to back it against the world.—*Judicious Advertising.*

THE Lexington, N. C., *Dispatch* is the only newspaper in North Carolina that is represented in the Roll of Honor.

THE Evansville, Ind., *Courier* has just completed an interesting local voting contest in which there were thirty competitors and five winners in different classes. As a result five young women will be sent to the St. Louis World's Fair at the *Courier's* expense. The paper plans to send over one hundred of its subscribers to the great fair at no cost to them.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

A STRIKING piece of Stock Exchange advertising is the large mailing card from Mallett & Wyckoff, 10 Wall street, New York. Measuring seven by eleven inches, nearly all the space is taken up with a half-tone view of Wall street with Trinity Church in the distance. In an inch of space at the bottom is given information regarding margins and the methods of speculating.

CHICAGO is contemplating new street signs, and an enterprising company has offered to put up five-sided signs on lamp-posts free of charge, on condition that the reverse sides be used for advertising purposes. The plan has aroused much antagonism, as the city is now amply provided with eyesores in the shape of refuse boxes and other mediums of outdoor publicity.

THE advertising manager of one of the largest publications in the United States suggests that a classified department should be established in PRINTERS' INK wherein publishers, who for some reason failed to get a figure rating in the 1903 issue of the American Newspaper Directory, could state their present circulation. This department would be a "primary grade" of the Roll of Honor and would suggest a willingness to supply such information as will secure a figure rating in the forthcoming issue of the American Newspaper Directory in April, 1904, for the purpose of subsequent admission in the Roll of Honor. The above suggestion was prompted by the fact that a certain publication, which never made a Directory statement, had been sold to a publisher who believes in making detailed circulation statements of the sort which the American Newspaper Directory requires.

Are there any other publishers who would like to make detailed statements now and pay for their insertion in the "primary grade" until they can be admitted to a position in the Roll of Honor in 1904? The rate for such announcements would be 20 cents a line, and a detailed circulation statement covering the period referred to in the desired advertisement would have to be submitted.

FOREIGN newspapers are disregarded by the large American advertisers, and chiefly for the reason that the latter know little or nothing about them. It is for the foreign papers themselves to dispel the advertisers' ignorance and neglect. Make a vigorous educational campaign and lay facts, figures and data before the American advertiser. Tell him about the people foreign papers reach, what they do, and how much money they have to spend. There are influential and meritorious foreign newspapers which could profitably advertise in PRINTERS' INK, which is read by every large advertiser in the United States. Such papers can build

FREIE PRESSE

LINCOLN, NEB.
(GERMAN WEEKLY.)

Actual Average Circulation, 144,554

The FREIE PRESSE prints over three times as many copies as LINCOLN has inhabitants. This fact shows how widely it covers the best German Field in Nebraska. (1)

up a good business by going after it through PRINTERS' INK; it will cost less to go after it through PRINTERS' INK than in any other way. The price for a quarter-page in PRINTERS' INK would be \$10 cash, per one insertion; in special position (if granted) it would cost \$12.50. A single inch of space will make quite an attractive advertisement in PRINTERS' INK, as the one here printed shows. A one-inch advertisement, so displayed, would cost \$3 per insertion. A standing one-inch ad, with copy frequently changed, would tell a running story fifty-two times a year, and it would be seen and read by the big advertisers, who spend annually millions of money.

A SYNDICATE headed by Henry Siegel has just negotiated for a seven-story building in Boston to be erected on the block bounded by Washington street, Hayward place, Essex street and Harrison avenue extension, in the heart of the business district. The new building will be completed by January, 1905. The Boston establishment will work in harmony with the other Siegel stores in New York and Chicago. Customers having charge accounts in one city will enjoy the same privilege in the others. The promoters regard Boston as a city of enticing possibilities, with its 2,500,000 or 3,000,000 population in a radius of fifty miles.

The new Siegel store now being built on the old Macy site at Fourteenth street and Sixth avenue will probably be occupied early in 1904. This is to be known simply as the "Fourteenth Street Store," the idea being that such a name will be more distinctive than a firm name, particularly as there are already in that neighborhood the Fourteenth Street Theatre, Fourteenth Street Armory, Fourteenth Street Bank and other places identified with the locality. This old retail thoroughfare will probably be identified with popular-priced retail trade for many years to come, and the new establishment will quite fill the void left by the removal of Macy & Co.

Henry Siegel is the active head of three other department stores—the Simpson-Crawford Company in New York, Schlesinger & Mayer in Chicago, and the original Siegel-Cooper Co. in the latter city. Until two years ago he was also the animating principle of the New York Siegel-Cooper Co., but sold his interest to E. J. Greenhut, the junior partner. Mr. Siegel is fifty-one years old, and came to the United States at fifteen from his native village in Germany, beginning his business career as clerk in a clothing store in Washington at \$3.50 a week. With his brothers he established a store in a Pennsylvania city in 1871. Soon a branch was opened, and then the business was sold and the brothers went to Chicago, arriving in 1876. Their first enterprise there

was a cloak manufacturing house, and Henry Siegel as traveling representative for eight years gained the knowledge of retailing that has since been so useful to him. In 1887 the "Big Store" in Chicago was founded with Frank H. Cooper, who had been up to that time a prominent merchant in Peoria, Ill. The New York establishment was opened about eight years ago, and the reorganization of the Simpson-Crawford Company was undertaken after Mr. Siegel sold his interest to Mr. Greenhut. It is said that the chain of stores is by no means complete, but that new establishments will be opened in other cities that, like Boston, offer an undeveloped field. Mr. Siegel is not only successful in founding stores, but in managing them. He has a gift for winning the co-operation of a large staff of employees, and his sympathy with those under him has led him to organize pension funds and similar societies for their welfare. Several years ago he gave a \$1,000 life insurance policy to every man who had been in his employ a year or more, paying the first year's premium.

THE LITTLE SCHOOLMASTER'S CARTOONS OF SPECIALS.

IV.



FERRY LUKENS.

NOTES.

"Hoor, Mon!" is a humorous owl folder from Scott & Co., manufacturers of roofing materials and tools, Cincinnati, Ohio.

A **FORCEFUL** booklet from the Y. M. C. A., Toronto, Ont., shows where 770 young men and boys spend their leisure hours and tells how it is done.

THE publishers of *Pearson's Magazine* point out that, appearing on the 15th of each month, it supplements both last month's and next month's magazines.

STEVENS firearms are catalogued in a small price-list which is sent out by the J. Stevens Co., Chicopee Falls, Mass. With the brochure goes an ingenious puzzle which appears to have real advertising value.

EVERY newspaper in the United States, great or small, which has a representative in New York City, is listed in a neat pocket directory published by M. Lee Starke, Tribune Building, New York and Chicago.

THE latest catalogue of the J. L. Mott Iron Works, 90 Beekman street, New York, is a book of 116 pages, describing the firm's Sunray heaters and Roman radiators and giving general information about modern heating apparatus.

THE Robert John Advertising Co., First National Bank Building, Chicago, submits a series of clean-cut, telling newspaper ads prepared for Hy-Jen Tooth Paste, a toilet requisite being pushed in the Middle West by the Hy-Jen Chemical Co., Chicago.

THE process of making cellulose, a corn-stalk product manufactured by the Maraden Co., Linden, Ind., is described in *Clover Leaves*, the monthly periodical of the Toledo, St. Louis & Western Railroad. Cellulose is used as a lining for the armor of battleships.

"THE Book of Pages" is a brochure exemplifying the weird advertising literature prepared by the A. C. Rogers Company, Cleveland, Ohio. This company's productions are always attractive by reason of their oddity, but perhaps the advertising argument could be presented more forcibly.

"BANKING by Mail" is a condensed brochure covering the usual points in such a booklet, issued by the Northern Trust Company, Chicago.

LITERATURE from the *Merchants' Record and Show Window*, Chicago, describes that journal, which is a new monthly devoted to window decoration and selling pointers.

THE St. Louis *Republic* issues a folder statement of circulation covering the first eight months of 1903 in which a daily average of 113,125 is claimed. The circulation for 1902 in the American Newspaper Directory is 109,084.

THE story of the Seymour Apartment Hotel, 50 West Forty-fifth street, New York, is told in the best style for presenting the chief facts to busy people—in excellent half-tones. The brochure containing them has only as much text as will explain the illustrations.

"DISTINCTION in Dress" is a handsome brochure of women's cloaks and suits from Printz, Biederman & Co., Cleveland, Ohio. The cover is an excellent color combination, while the text and pictures are all that could be desired. Corday & Gross, printers, Cleveland.

"OUR New Building" is a tasteful booklet from the Eastern District Branch of the Y. M. C. A., Brooklyn, showing plans of the new \$250,000 structure to be built for this association, as well as outlines of its work for the coming winter. It bears the imprint of the Fraser Press, Brooklyn.

THE Citizens' Savings & Trust Co., Cleveland, Ohio, sends out a tastefully arranged, convincing booklet entitled, "When My Ship Comes In." It treats banking, loans, investments, trust service and other departments of the institution, and each page is illumined with pictures that have real art value.

"ACROSS the Continent in a Winton" is a highly absorbing booklet containing an illustrated account of the automobile trip from Frisco to New York made by Dr. H. Nelson Jackson. This is the first time the feat has been accomplished. The story is published by the Winton Motor Carriage Co., Cleveland, Ohio.

Autumn Book Number

OF

The Minneapolis Tribune

WILL BE ISSUED

SATURDAY, NOVEMBER 7, 1903.

"Objectionable" advertisements excluded.

Advertising Agencies.

There are hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the Little Schoolmaster.

PRINTERS' INK is desirous to start a classified directory, listing as many recognized agencies as may see the wisdom of having a card in the representative advertising journal in the United States. Such advertisements cost ten cents per line net and are set in pearl. Count six words to the line.

PLACE'S ADVERTISING BUREAU
PLACES YOUR ADVERTISING
IN BEST PLACES.
Established 30 years. 203 Broadway, New York.

RUDOLPH GUENTHER. Newspaper and Magazine Advertising. Special combination lists from \$5.00 upwards, mailed on application. 106 Fulton Street, New York.

READ THE PEOPLE AND WRITE THE AD.

There is nothing mysterious about advertising, nothing that any good business man does not know. Any man who is a good reader of human nature can write a good advertisement. If he can't write the advertisement it shows that he can't read people. The successful advertising man studies his customers. If they are of the class that desire an announcement of the P. T. Barnum order that's what he gives them. The circus style of doing business is just the thing in some places. Probably some of the experts will claim this is a lie. But in other localities the reverse is true. The natural born advertising man can read the people and tell what they are looking for.—Michigan Tradesman.

BUSINESS WILL GO ON.

The following obituary recently appeared in a Missouri paper, says the Chicago Record-Herald: "John Anderson, we are sorry to say, has deceased. He departed this last Munday, he went fourth without a struggle and such is life. He kept the grocer store at the Corners and his wife will still keep it. His virtues was numerous and his wife inherits them. We are happy to state that he never cheated and was always an honorable man and his wife is also. His wife will keep the store just like he did and will be pleased to see old customers at any time."

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

DO you want a good ad collector? M. GLUCK, 726 Broad. Newark, N. J.

ADVERTISING solicitor who obtains business wants to re-enter trade journal in Philadelphia. Address "E." Printers' Ink.

MORE than 225,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

EXPERIENCED advertising man of well-trained ability in writing, etc., seeks change from present pos. "WORKER," Printers' Ink.

AD solicitor wants position on daily in large town. Good advertiser and proofreader. Experience and good references. Box 391, Burlington, Ia.

YOUNG man, of original ideas and ability to write up good, catchy ads, would accept a position or write up single ads. "K." care Printers' Ink.

PRESSMAN wanted capable of handling sign and poster work. One preferred who will take stock in paying plant. Address "M. S. P.," care of Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 45 Bridge St., Springfield, Mass.

ALL-ROUND engraver and artist with small amount of capital to invest can secure situation and interest in thriving business. Address "ENGRAVER," care of Printers' Ink.

ASSISTANT advertising manager great metropolitan department store wishes position as advertising manager. Best of experience and references. "CARLOS," care Printers' Ink.

MANAGER advertising bureau for daily, 35,000 circulation, prefers advertising manager of business or newspaper. Five years' experience. Address "NEWSPAPER," care of P. I.

PRINTING office manager, employed, will consider propositions. High grade, experienced, successful. References. Might consider assistant manager or superintendence. "SUCCESS,"

THERE is a first class opportunity for a commercial artist. Only a man who has original ideas, and who can do high-grade magazine illustrating need apply. Address W. DAGGITT, 564 Temple Court, N. Y.

COMPETENT cartoonist desires position on hustling daily in West or Middle West. V. R. QUILLIN, Corner Water and Dewey Ave., Scraps, I. T.

ARTIST wanted for high-class commercial decorative designing and lettering; man with photo-engraving experience preferred; samples returned if submitted. Address, with particulars and salary, "ART," P. O. Box 1093, Philadelphia, Pa.

EXPERIENCED man desires charge of advertising machinery line; practical knowledge of all departments of printing, engraving and illustration; references. East preferred. BENTON B. TWIGLEY, Huntington (Goss Heights), Mass.

CANVASSERS WANTED to sell the American Newspaper Directory. Subscription price, ten dollars. All ADVERTISEMENTS need it. It tells the circulation of all American newspapers and periodicals with reliable accuracy. It is needed in the editorial room of every important paper. It is an up-to-date gazetteer of all American towns of sufficient importance to support a newspaper. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

LINOTYPES, to be profitable, must produce immediately upon installation. We instruct men in both mechanism and operating; until competent, \$50; incompetent men ruin machines; it pays to get good men; we graduate such only we make specialty of instructing men for new plants. Publishers who are about to install linotypes would do well to send us their men for instruction. Write us for particulars and recommendations. LINOTYPE SCHOOL, World Building, New York.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

ARE YOU SATISFIED
A with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAPGOODS (INC.),
Suite 505-508 Broadway, New York.
Suite 818, Pennsylvania Bldg., Phila.
Suite 609, Monadnock Bldg., Chicago.
Suite 1238, Williamson Bldg., Cleveland.

YOUNG MEN AND WOMEN

Y of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WHEN YOUR WIFE'S DIGESTION SEEMS BEYOND REPAIR,

and all medicines and treatments fail, get **MAN-A-CEA**, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached? Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try It Just Once for One Time. Send for booklet. Druggists, Grocers or **BEN. K. CURTIS**, Gen'l Agent, 13 Stone Street.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGRAVING.

ENGRAVING, (lize, half-tone, steel, wood), lithographing and artistic printing. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials testimonials, certificates, etc. **THE KINSLEY STUDIO**, 230 Broadway, New York.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. **THE KINSLEY STUDIO**, 230 Broadway, New York.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. **DAY-AND-NIGHT ADJUSTMENT ASSN.**, 3644 Chicago ave., Chicago, Ill.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 61 Ann St., New York.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.
\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 7c.; 3x3, 21; 4x3, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

TYPEWRITERS.

NEWSPAPERS may secure new \$100 style typewriters without money; unique adv. proposition. **MUTUAL ADV. AGENCY**, 317 Broadway.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by typewriting. Send stamp for samples. **KING**, 105 William St., New York.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

PRESS CLIPPINGS.

FRESH CLIPPINGS, any subject; i.e. for every line used, you returning unused and send paper regular. **COOK'S LYCEUM**, Rockport, Ind.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.
ILLUSTRATING, designing, etc., for covers, book-plates, and credits. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ADVERTISING AGENTS.

MAHIN Coupon System gives you satisfactory service in classified advertising. Our Classified Directory contains extensive lists of papers covering various sections of the country. We mail it free, if requested. Address **CLASSIFIED DEPT. MAHIN ADVERTISING COMPANY**, 301 Monroe St., Chicago, Ill.

PUBLISHERS.

A LIBERAL REWARD for names of publications that will pay 5% or more per annum net on the business that they bring when advertising **Blair's Non-Leakable Fountain Pens and Fluid Pencils**. Prices, \$2.00 and \$1.00, with a year's supply cartridge of ink free. Address **BLAIR'S FOUNTAIN PEN CO.**, Dept. 42, 163 Broadway, New York.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c. straight than most dealers will for 10c., Imported **Havana** filler, Conn. binder, genuine **Sumatra** wrapper, Perfecto shape, 4 1/2 inches long, Union made, mild and pleasant. For 60c. we will mail a box of 12 of these cigars, prepaid to any address in the U. S., and, if they do not make good, return them and receive your money.
HARTFORD CIGAR CO., 115 Main St., Hartford, Conn.

BUSINESS OPPORTUNITIES.

\$5,000 will buy splendid foundation for New York paper reaching merchants. **EMERSON P. HARRIS**, 263 Broadway N. Y.

OUR PLAN for starting beginners in profitable Mail-Order business is remarkably successful. Some we started three months ago now receive 100 letters daily, and are making big money. You can do as well; complete plan for stamp. **CENTRAL SUPPLY COMPANY**, Kansas City, Mo.

PRINTERS.

BOOKLETS by the million. Write for booklet. **STEWART PRESS**, Chicago.

CATALOGUES printed in large quantities. Write **STEWART PRESS**, Chicago.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 18 Vandewater St., New York.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 43 Rose St., New York.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

N NOT HOW CHEAP, BUT HOW GOOD.

CONNOR, FENDLER & CO.,
PRINTERS' WAREHOUSE.

CYLINDER PRESSES, Job Presses, Paper Cutters, Gas Engines, Motors, Folders and Stickers. **REPUTED BY SPECIALISTS.**

TYPE—American Point Line, Body and Set.

PRINTERS' MATERIAL, Small Tools and Supplies. **NEW AND SECOND HAND.**

PERMIT and Intelligent Service, Consistent Terms, Prices and Discounts.

CONNOR, FENDLER & CO.,
NEW YORK CITY.

FOR SALE.

L ISOTYPE for sale. First-class condition. Address "B. M. M.," Care of Printers' Ink.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address **TRIBUNE**, Oakland, Cal.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD PRESTON**, 167 1/2 Oliver St., Boston.

WE have reasons for selling **THE ECHO**. If you want a newspaper in a good live Illinois town, write us about it. **H. G. HOTCHKISS**, Prophetstown, Ill.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD PRESTON**, 167 1/2 Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON**, 167 1/2 Oliver St., Boston.

FOR SALE—A modern Goss Clipper Web perfecting press. Prints 7 or 8 columns, 22 inches in length. In thorough running order. Will be sold at a great bargain on easy terms, with stereo machinery. **BANGOR PUB. CO.**, Bangor, Me.

I CAN sell your business (with or without real estate), no matter where it is or what it is worth. Send description, state price, and learn how. I have, or can find, the business you want to buy. State your requirements.
Y. M. OSTRANDER

330 North American Building,
Philadelphia, Pa.

HERE'S A CHANCE
TO BUY A NEWSPAPER OUTFIT CHEAP. We have for sale one Potter perfecting printing press, which will print four or eight pages; also full stereotyping outfit and type.

If you are looking for an outfit, correspond with us.

GERMAN-AMERICAN BANK.

St. Joseph, Mo.

DISTRIBUTING.

CIRCULARS distributed \$3 per thousand. **A. D. POSEY**, Box 43, Abbeville, La.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 175 Vermont St., Buffalo, N. Y.

ADVERTISING NOVELTIES.

BLOTTERS for advertisers. Bunch samples, 10c., refunded. **DEFENDER**, Oak Hill, O.
PAPER—Pocket Wallets, 47, 1,000 for \$10, including ad. "Wear like leather." **FINKE & SON**, 6th above Chestnut, Philadelphia.

C COAT HANGERS—NEW STYLES. Specially adapted for permanent advertising purposes. Prices attractive. **BELMAR MFG. CO.**, Canton, Pa.

WRITE for sample and price, new Lock Bill File. Price low. Reaches business man and housewife. **THE WHITE-AD & HUAG CO.**, Newark, N. J. Branches in all large cities.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpicks in cases, \$30 per thousand. Samples of each in leather case, etc. Agents wanted. **J. C. KENTON**, Owego, N. Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. **THE BALTIMORE BADGE & NOVELTY CO.**, 253 Broadway, N. Y.

BAROMETER advertising cards are the best mediums used by advertisers, as the interest taken in the little girl, whose skirt changes to three different colors with the atmospheric conditions, keeps your advertisement always in view. A new lot of cards just lithographed. Cards printed with advertisement as desired, on face of card, \$35.00 per 1,000 net; with calendars attached and name of firm on face of card, \$30.00 per 1,000 net. Samples sent on application. Address **BAROMETER CO.**, Baltimore, Md.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. **TRINER SCALE & MFG. CO.**, 130 S. Clinton St., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50.00 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. **PREMIUM CLERK**, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 60-page list price illustrated catalogue, published annually, 35c. issue now ready; free. **S. F. MYERS CO.**, 40w, 45-46 52 Maiden Lane, N. Y.

CALIFORNIA PREMIUM, 5 CENTS
We offer publishers yearly subscriptions to **THE WESTERN EMPIRE** at 5 cents a year net; 50 to 35 pages (*Ladies' Home Journal* size) each month; printed on highest grade news, with heavy colored cover; illustrated with views in California, and clean, vigorous stories of the wonders, the beauties, the resources and romance of the Golden West. It is a clean, progressive home paper, fit for any home, and will make a good clubber with any journal published. **THE WESTERN EMPIRE** is a companion paper to the *Pacific Fruit World*, and is an Eastern edition of that well-known journal of orchard, vineyard and rural home life in the Golden State. The yearly subscriptions at 5 cents net, you will be pleased with the proposition, and should send for samples at once.

Publishers desiring a fine line of premiums can secure through us handsome novelties made from orange wood, yucca wood and bark from the big redwood trees, in the form of pin cushions, napkin rings, etc., etc. We supply a half-tone plate at cost, showing 15 of these beautiful premiums, which will be supplied to publishers at 19 cents each, including **THE WESTERN EMPIRE**, to any address for one year and the postage prepaid. Send for a premium sheet and sample copies, but inclose 10 cents if an Eastern edition, napkin ring or orange wood paper knife is desired. Address **FRUIT WORLD PUBLISHING COMPANY**, Times Building, Los Angeles, Cal.

CARD CASES.

PERFECTION card case a good leader for you during the holidays. Four samples of different sizes mailed for 50c. Send for price list. ROSENTHAL BROS., 149 Monroe St., Chicago.

BOOKS.

100 GOOD ads for a grocery store \$1.00 BAIT PUB. CO., Toronto, Can.

PRINTER'S HELPS AND HINTS, 35c. Circular free. KING, Printer, Beverly, Mass.

THE EDITOR. A journal of information for writers. Endorsed by Jack London and others. Tells how and what to write, when and where to sell. Sample copy, 10c. Editor IUB. CO., 150 Nassau St., New York.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 145 pages of spicy headlines, catch phrases, selling arguments, etc. By MAIL, S. H. C. ROWLAND, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 5c cents; bound in leatherette, \$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

TRIAL inch ad, 6 mos., 50c.; 30 words, 25c.; 12,000. INLAND REVIEW, Akron, Ohio.

25 CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to receive the amount of \$10 or more is entitled to receive the paper for one year.

10 CENTS an inch for ads in THE GRANITE STATE NEWS, the only paper in Wolfboro, N. H. Circulation, 1,283.

5 CENTS a line for advertising in THE WELCOMER VISITOR, Chicago, Ill. Guaranteed circulation exceeds 11,000 copies monthly.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 3,000 monthly. WILLIAMS & METTLAR, New Brunswick, N. J.

DRY GOODS REVIEW, 50c Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 15c. a line.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 23d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 16 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, E. Washington, D. C.

ADVERTISERS—Northfield is one of Vermont's growing towns. Real estate has advanced 50 per cent in five years. Best black slate quarries, granite and lumber manufacturing. NORTHFIELD NEWS covers a rich section which cannot be successfully reached by advertisers in other mediums. No edition in six years less than 1,000 copies. Ask for further information. NEWS, Northfield, Vt.

PRINTING.

MOST printers feed sheets by hand, although machinery does it better and more economically. Perhaps you think this makes no difference to you. When you have a big order to place, get our estimate and you'll change your mind. KING & CO., 105 William St., N. Y.

ADVERTISING CONSTRUCTORS.

MAIL-ORDER ADV'G written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEYTHIN, 33 Mann Ave., E. (range, N. J.)

BENJAMIN SHERBOW, 3149 Euclid Avenue, Philadelphia. The making of the better sort of Business Literature exclusively.

HENRY FERRIS, his [FF] mark. 918-920 Drexel Building, Philadelphia. Newspaper, magazine and trade paper ads.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should have the best. Moderate prices. ART LEAGUE, New York.

I WRITE ads that sell the goods—so patrons say. That's the kind you want the only kind you can afford to buy. Send particulars. E. L. REID, Attica, Ind.

ORIGINAL, catchy ads are productive of business. That's the kind I write, and at reasonable prices. DALTON E. LEDNUM, 5349 N. 30th St., Philadelphia.

AN ADVERTISEMENT FOR YOUR LOCAL PAPER—well written, tasty and different from the others—draws. F. H. LOVEJOY, Roslyn, Pa.

MIGHT let me send you some samples and so forth. What I have done for others might suggest what I could do for you. Give me something to figure on. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write for free booklet "How We Help Advertisers." SNYDER, JOHN-SUN & HINDMAN, 94 Tribune Bldg., Chicago.

I CAN get up a convincing advertisement about anything if I am convinced that the proposition is good. I am handling one such proposition and I have time to handle two more. If you need such service, please write to me. C. ARNOLD KRUCKMAN, 428 W. 2nd Street, New York.

INDIFFERENTLY PREPARED ADVERTISING with no set purpose—negative, half apologetic—is held in low esteem by the purchasing public nowadays.

The right kind of staff turns indifference and prejudice into actual sales.

Is your advertising as good as you can make it?

Send for my booklets, "SELLING MORE GOODS" and "YOUR VOICE CANNOT REACH EVERY NOOK AND CORNER OF THE LAND."

EDMUND BARTLETT, Adv. Specialist, American Tract Bldg., New York.

WHICH ARE YOU—DRIVEN OR LED?

Many regard their advertising as a mere expense account item, often, indeed, as a needless outlay forced upon them by trouble some, won't-be-a-back-number competitor. The ambition of such reluctant advertisers is limited to keeping that enforced outlay pruned down to the lowest possible notch, usually about one notch below a paying possibility. Others "go at it" with the deliberate intent to make it yield a good profit, knowing that interested attention to what they sell is abundantly well worth its cost. Of course "MANY" have no use for me, but it constantly cheers me to discover that "there are OTHERS," for whom I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips, Card Newsletters, Magazine and Trade Journal Ads., etc., etc., and I gladly send, to those whose inquiries suggest business, samples that illustrate what those "OTHERS" get. No postal cards, please.

FRANCIS L. MAULE, No. 22-3, 422 Sanson St., Philadelphia.

NOTES.

Morey's Bulletin is a monthly grocery publication issued by the C. S. Morey Mercantile Co., Denver, Col.

A RATE card and folder of general information comes from the office of the *Business World*, 25 City Hall place, New York.

THE fall and winter style booklet of Browning, King & Co. contains thirty-two pages of information needed by those who order through the mail, with excellent tinted style plates.

THE newest piece of literature from Mallett & Wyckoff, who are easily the most progressive advertisers in Wall street, is a booklet called "The Dividend Calendar," showing the approximate dates on which dividends are paid by all corporations whose securities are listed on the Stock Exchange.

AN amusing booklet from Swift & Co., Chicago, contains the series of cartoons printed in the papers of that city in connection with Chicago's recent centennial. These were drawn by Ralph Wilder, cartoonist of the *Record-Herald*, and contained no advertising, though printed in ads of Cream Laundry Soap.

THE first almanac for 1904 to arrive comes from the Alonzo O. Bliss Co., Washington, D. C., and contains in addition to arguments for "Bliss' Native Herb Blood Purifier" such forecasts of the weather and other information as is likely to interest those who have use for an almanac that hangs up with a piece of pink string.

THE Central Trust & Savings Company, of Philadelphia, opened for business April 15, this year, with 47 accounts depositing \$110,933. In a little over two months this was increased to 474, with deposits of \$631,363. The company has advertised vigorously from the start, and a packet of literature shows that in addition to the recognized arguments of bank advertising use has been made of folders in Italian and Hebrew.

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.

Largest circulation of any American Dramatic paper, 25 years established pre eminence. 1,000 American correspondents. Published weekly. Sold at all newsstands. Commercial ads. per square line: 15c. single, 17c. thirteen, 16c. twenty-six, 15c. fifty two insertions. Sample copies free.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. One will generally give relief within twenty minutes. The five cent package is enough for ordinary occasions. All druggists sell them.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

INFORMATION FURNISHED

National Advertisers and all persons interested in outdoor display can secure detailed information about the members of Associated Billposters and Distributors, their rates, facilities, etc., through

CHAS. BERNARD, Secty.,

Tribune Bldg.,

Chicago, Ill.

TO THE

EVENING NEWS

Published at BUFFALO, the American Newspaper Directory for 1903 gives a much higher circulation rating than is accorded to any other daily paper in New York State published outside of the City of New York.

"Character" gives your advertising stronger power. We're strong on character.

Marsh Advertising Agency,
New York Life Building, Chicago

TO THE

RICHMOND
TIMES-DISPATCH

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other
DAILY PRINTED IN VIRGINIA

Addressing Machines

NO TYPE USED.

Cheapest and most compact system now on the market. A card index of the mailing list. Send for circulars and terms.

WALLACE & CO., 27 Murray St., N. Y.

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—PRINTERS' INK, July 22, 1903.

The Evening Journal

JERSEY CITY, N. J.

GROWTH in 1903

in

SIZE FROM 10 to 14 pages.

ADVERTISING of 24 per cent.

CIRCULATION from 17,532 to 18,407.

THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

THE ONLY TWO (2) CENT PAPER
IN CITY OR COUNTY.

A HOME and not a
STREET Circulation.

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the **BEST** advertising medium.

The Volksadvocat
Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS,

132 Canal St., New York.

TELEPHONE, 808 FRANKLIN.

Circulation Books Open for Inspection.

In a Class By Itself.

That's the position occupied

BY

The German Daily Gazette

At least **50,000 Germans** read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia
German Gazette,

924 Arch Street.

JAMES PYLE & SONS,

New York. Sept 17 1903.

The Religious Press Association,
Philadelphia, Pa.

GENTLEMEN We take pleasure in putting in black and white our estimation of the **SUNDAY SCHOOL TIMES** as an advertising medium.

One of the best of the religious mediums—one of the religious papers whose value as an advertising medium we never doubt in proof, the appearance of our **Feature** announcements with unbroken regularity.

Yours very truly,
JAMES PYLE & SONS.

8 BUSINESS BRINGERS

PUT THEM ON YOUR LIST.

PHILADELPHIA.	Age, Years.
The Sunday-School Times	44
The Presbyterian	72
The Lutheran Observer	76
The Christian Standard	55
The Baptist Commonwealth	23
The Episcopal Recorder	82
The Christian Instructor	69
The Lutheran	49

We Shall Be Pleased To Hear From You. 13

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

SHOULD ADVERTISE IN "PRINTERS' INK."

WEST GROVE, Pa., Oct. 17, 1903.

Editor of PRINTERS' INK:

In reading your issue of October 14, I was especially struck by your article on "Business Translations." Whoever wrote that article knew exactly what he was talking about, and deserves especial credit for pointing out what is frequently a vital weakness in advertisements printed in foreign languages. My experience as manager for one of the large German dailies in your State during three years bears out all that the writer says. During that time I received electros of German advertisements so full of grammatical and orthographic errors that a man who really knows the German language would feel inclined to tear his hair at the miserable rot, to publish which good money was paid out.

The matter is really not so serious with department store advertising, because, practically, printers soon acquire considerable skill in translating fairly correctly, and again, it is advertising for a day only, which the general public is so familiar with it that it in reality amounts to only a price list. But when it comes to foreign advertising, either publicity or mail order, the matter becomes more serious. A series of ads I once saw, which came from quite a large establishment in the form of electros, would sound a good deal like a Weber and Fields dialogue if literally translated back into English.

The trouble is probably to be found in the fact that people are too careless, or unwilling to secure the services of an expert translator, who would charge a decent price; they generally take the stand that any old thing will do. Several times within the last few years I have considered the advisability of spending money for space in your paper to solicit work of this kind.

Yours truly,

WILLIAM M. MUMM.

HOW IS IT DONE?

The Big Paper with the Big Circulation.
OSSEO, Wis., Oct. 17, 1903.

Editor of PRINTERS' INK:

It looks to us as though your rule for obtaining the circulation of a newspaper according to the population of a town ought to be revised. Osseo has a population of 472 according to the last census, and the *Weekly Recorder* has a bona fide circulation of 407 copies in the Osseo post office alone. How's that for a showing? And we are going to increase it.

GILPIN & GILPIN, Props.

Most all forms of advertising are good, but the question is which form is good for the most money.—*White's Sayings*.

The first aim of all advertising should be to inspire confidence in the business advertised. Cash never goes ahead of confidence.—*Ed Scarborough*.

MR. MYRICK'S FURTHER WORD.

32 Lafayette Place,
NEW YORK, Oct. 17, 1903.

Editor of PRINTERS' INK:

I am gratified to receive a letter from Mr. Spaulding, advertising director of the Curtis Publishing Company, calling attention to the fact that it has long been the custom of the *Ladies' Home Journal* and the *Saturday Evening Post* to make good to their readers any loss incurred by the latter in dealing with their advertisers. Mr. Spaulding says there is no limit to the protection they thus offer.

In the absence of any declaration to that effect, published regularly in either of those excellent periodicals, I was not aware of this custom on their part, or should certainly have mentioned it in my talk with PRINTERS' INK of October 7, about our magazine, *Good House-keeping*. Mr. Curtis has done so much for the elevation of the American press, as was so cordially acknowledged in the interview referred to, that his practice in this respect is also entitled to the warmest recognition.

Speaking broadly, every effort made to admit only clean and reliable advertising helps to elevate the whole profession of publicity. It gives the public confidence, and reliable advertisers share in the priceless advantages of that confidence. But how about the dailies that advertise "any old thing"?

Publicity is yet in its infancy—the coming of parcels post and of postal currency will work vast developments. These reforms deserve promotion as well as clean advertising.

HERBERT MYRICK.

WHAT BECOMES OF GOOD ADVERTISERS WHEN THEY DIE.

One "who being dead yet liveth," thanks to the genius of publicity, is Gerhard Mennen, of New Jersey, the Borated Talcum man. Mennen devoted his whole soul during his life to exploiting about the simplest thing that he could possibly find—a baby powder—and because he believed as much in advertising as he did in the baby powder, he built up a business that was flourishing when he died a year or so ago. Now, Mennen's plain, earnest, commonplace "phiz" had always been the feature of his advertising, and the heirs know too much about a good thing to discontinue it. What will the heirs of Douglas, the shoe man, do when he dies? And in this connection the query becomes pertinent—whether Mr. Becman, the Pepsin Gum man who has been with us so many years and who was certainly no spring chicken when he commenced, is still in the land of the living. These are not vital points, of course, but such things become interesting in the light of the Mennen disclosures. Yet, after all, why speculate? Here are the Abbey Salt people still using the portrait of Shakespeare.—*Profitable Advertising*.

WHAT is to be left unsaid and what is to be said are questions which weigh equally in the advertiser's mind.—*Ed Scarborough*.

THE CHICAGO DAILY NEWS

has no new story to tell the advertiser at the opening of the fall season. After all, novelty doesn't always constitute the most valuable characteristic of information.

THE OLD STORY—the story which has been told and retold during the past twenty-five years—may perhaps be worth retelling.

That story is:

THE CHICAGO DAILY NEWS publishes over the affidavit of its publisher the exact number of papers sold each day. It has made such publication during its entire history, including its periods of declining circulation as well as its more prosperous seasons. These statements exclude all sample copies, exchanges, returned papers and unsold papers of every description. The statements may properly be called "net," and in this particular, as well as in their exactness, are in marked contrast with the similar statements of most other newspapers. The daily sales for the current year average over 300,000 copies.

THE CHICAGO DAILY NEWS makes such an adjustment of its advertising rate to its circulation that its rate is always a cheap one. The proven profit of its space to its advertisers has resulted in its constantly and rapidly increasing advertising patronage. It is published six days in the week, and prints more columns of advertising in those six days than any seven-day paper in Chicago does in seven days. It publishes far more advertising than any other six-day paper in the United States. Its advertising rates, discounts and regulations are printed, and from these there is no deviation or variation to any advertiser, large or small.

After all, if you are an advertiser aren't you interested in

THE OLD STORY ?

The Best School

NINTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive **PRINTERS' INK** for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. **PRINTERS' INK** is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of **PRINTERS' INK** gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of **PRINTERS' INK** has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read **PRINTERS' INK** and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION ?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading **PRINTERS' INK** will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco or in the State of California.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

NEW JERSEY.

The *Advertiser's Guide*, Newark, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NEW YORK.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Easton.

The *Daily Indicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—**PRINTERS' INK**, July 22, 1903.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nogodoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

MANITOBA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation than is accorded to any other weekly.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

NOTHING BUT THE TRUTH.

If you cannot afford to tell the truth about your goods, it won't pay to advertise them.

It means that there is something in the truth about them which will cause people to hesitate about parting with their dollars.

The mission of advertising is to cause people to dig down—to convince them that they are going to get something that is worth more to them than their money.

(Oh, well, pretend that your goods have the qualities which attract people's attention, anyhow!)

Yes, of course you could, but the trouble with that is, you could only do it once.

It may be true that "the public is fond of being humbugged," as is proverbially reported to have been the saying of P. T. Barnum, but we hardly believe the public will stand for being humbugged twice by the same man.—*Direct Advertising, Detroit, Mich.*



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor **ODDITY COLUMN**.

JOHNSTON'S big postal card. A real oddity and a famous business bringer. Sample free. **WM. JOHNSTON**, 45 Rose St., N. Y.

EARLY issues of *Printers' Ink*; almost the whole volumes one and two can be supplied by **WM. JOHNSTON**, 45 Rose St., N. Y.

CARTOONS—Publishers having in mind ideas for cartooning local politics, etc., can get clever drawing at low price. Address "**CARTOONS**," 10 Spruce St., N. Y.

ADVERTISING novelties; three best on earth. Big paying side line for salesmen. One advertiser used \$75 worth. Three samples, postpaid, 10 cents. **BOOK AND SPECIALTY CO.**, 697 13th St., Northwest, Washington, D. C.

THE SUPERIORITY OF The Seattle Times

(DAILY AND SUNDAY)

is shown conclusively by the table below:

SEPTEMBER RECORD:

The following comparative statement of business given in inches, carried by **The Times** and **The "P.-I."** during the month of September, 1903, tells its own story:

The Times' Record

Display advertising.....	33,236
Classified advertising.....	13,151
Legal advertising.....	3,420

Total for September..... **49,807****The P.-I.'s Record**

Display advertising.....	27,088
Classified advertising.....	10,365
Legal advertising.....	182

Total for September..... **37,639****THE TIMES** beat the "P.-I."..... **12,168**

Note that **The Times** leads **The "P.-I."** by 6,148 inches in display advertising, 2,782 inches in classified, and 3,238 in legal; and in the aggregate **The Times** makes the splendid lead of 12,168 inches in a single month, or about 32 1-3 per cent.

SWORN AVERAGE FOR SEPTEMBER:

Daily, = 33,481
Sunday, 36,962

If you are not now using the **TIMES**, why not do so? The Daily and Sunday **TIMES** leads all other papers on North Pacific Coast in circulation and advertising patronage—display and classified.

**THE S. C. BECKWITH SPECIAL AGENCY**

SOLE AGENTS FOREIGN ADVERTISING

43-44-45-17-48-49 Tribune Bldg., New York

510-511-512 Tribune Bldg., Chicago.

The Largest Circulation in Ohio
Outside Cleveland and Cincinnati



THE TIMES AND THE NEWS-BEE

So completely cover the field for the Toledo advertiser that no other medium is in any way necessary.

Each is distinct and supreme in its sphere—**THE TIMES** on its merits as a modern morning newspaper—**THE NEWS-BEE** as an alert and ever-aggressive afternoon penny paper.

Each commands its own class of readers—combined they talk to double the number of people reached by any other Toledo publication.

Your advertising contract will be written with the absolute assurance that you get a circulation of

More Than 40,000 Daily.

THE SCRIPPS-MCRAE LEAGUE.

THE CINCINNATI POST
THE ST. LOUIS CHRONICLE
AKRON, O. PRESS
CLEVELAND PRESS
TOLEDO TIMES AND NEWS-BEE
COVINGTON KY. POST
COMBINED CIRCULATION OVER 380,000 DAILY.

**D. J. RANDALL,
TRIBUNE BUILDING,
NEW YORK.**

**I. S. WALLIS,
HARTFORD BUILDING,
CHICAGO**

Did You Know

THAT the circulation of the NASHVILLE DAILY NEWS was examined recently by the Association of American Advertisers?

THAT the Association of American Advertisers issued a certificate to the DAILY NEWS showing a daily average of 19,053 for the past six months?

THAT the circulation of the two other Nashville daily papers was examined at the same time that the DAILY NEWS was?

THAT the DAILY NEWS is the only paper in Nashville that has published its certificate, the two others declining to do so?

THAT the DAILY NEWS has the largest and most substantial circulation of any daily newspaper in Middle Tennessee?

THAT the DAILY NEWS' short-time advertising rates will justify you in trying out any proposition in this territory?

THAT the DAILY NEWS carries more local advertising, month in and month out, than either of its competitors?

If you don't, they are FACTS WORTH KNOWING.

DAILY NEWS

NASHVILLE, TENN.

Worth Considering

OFFICE OF THE "VIRGINIA METHODIST,"
KEENAN, W. Va., Sept. 11, 1903.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Your inks are very satisfactory, and although the freight is a good deal from New York I send you another small order. Yours respectfully, REV. GEORGE MARSTON, Publisher.

OFFICE OF THE "VIRGINIA METHODIST,"
KEENAN, W. Va., Sept. 29, 1903.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—The inks arrived all O. K., and so far as I have used them I am well pleased. I have used the book ink and it works well in the fountain and is satisfactory in every way, even if it did cost about half the usual rates charged by other concerns. Yours truly, REV. GEORGE MARSTON, Publisher.

It is a fact that the freight and express charges act as a barrier to my receiving more orders from far-away printers, but if they would only to stop to consider the amount saved on the price of my inks the difference would be in my favor by a wide margin. Of course, if you order a quarter-pound can, the cost of getting same will almost equal the value of the ink, but on larger packages the transportation charges added to my prices will make my goods cost less, delivered at your door, than you can buy in your own vicinity. You run no risk with my inks. If they are not found as represented, no argument is offered to change your views. The money is refunded along with the cost of transportation.

Send for my new book, giving useful hints for relieving troubles in the press-room.

ADDRESS

PRINTERS INK JONSON

17 Spruce St. - - - - New York.

Putting a Small Ad in the Classified Columns of PRINTERS' INK.

"One day I thought of PRINTERS' INK, which I had read several years. Seemed as though it ought to reach enough proprietary people to make advertising worth while, so I asked advertising men of the drug journals what they thought of it. They had already secured our business, so perhaps they were honest in their replies. 'You might as well throw 10,000 dodgers in Broadway,' said they; 'you stand as good a chance of having one picked up by a proprietary manufacturer.' But we put a small ad in the classified columns of PRINTERS' INK, and it brought replies. We followed with small display ads. To date our expenditure in your paper has been less than \$50, and it has brought us more than \$12,000 worth of business. Last month we got an order for \$3,730 from the largest mail order house in Chicago. Our salesman had passed this firm's office a dozen times, never suspecting that they used tin boxes. The first sentence in their letter of inquiry was, 'We saw your ad in PRINTERS' INK.' To another PRINTERS' INK customer we recently shipped 1,494,695 boxes. Though all the trade papers we have used have brought us good results, none compares with PRINTERS' INK."—*Statement by Mr. Reiss, Advertising Manager American Stopper Co., 161 Water St., Brooklyn, N. Y., in PRINTERS' INK of October 14, 1903.*

Classified advertisements in PRINTERS' INK cost ten cents a line—count six words to a line. Contracts may be terminated any time. Address Business Manager PRINTERS' INK, 10 Spruce St., New York.